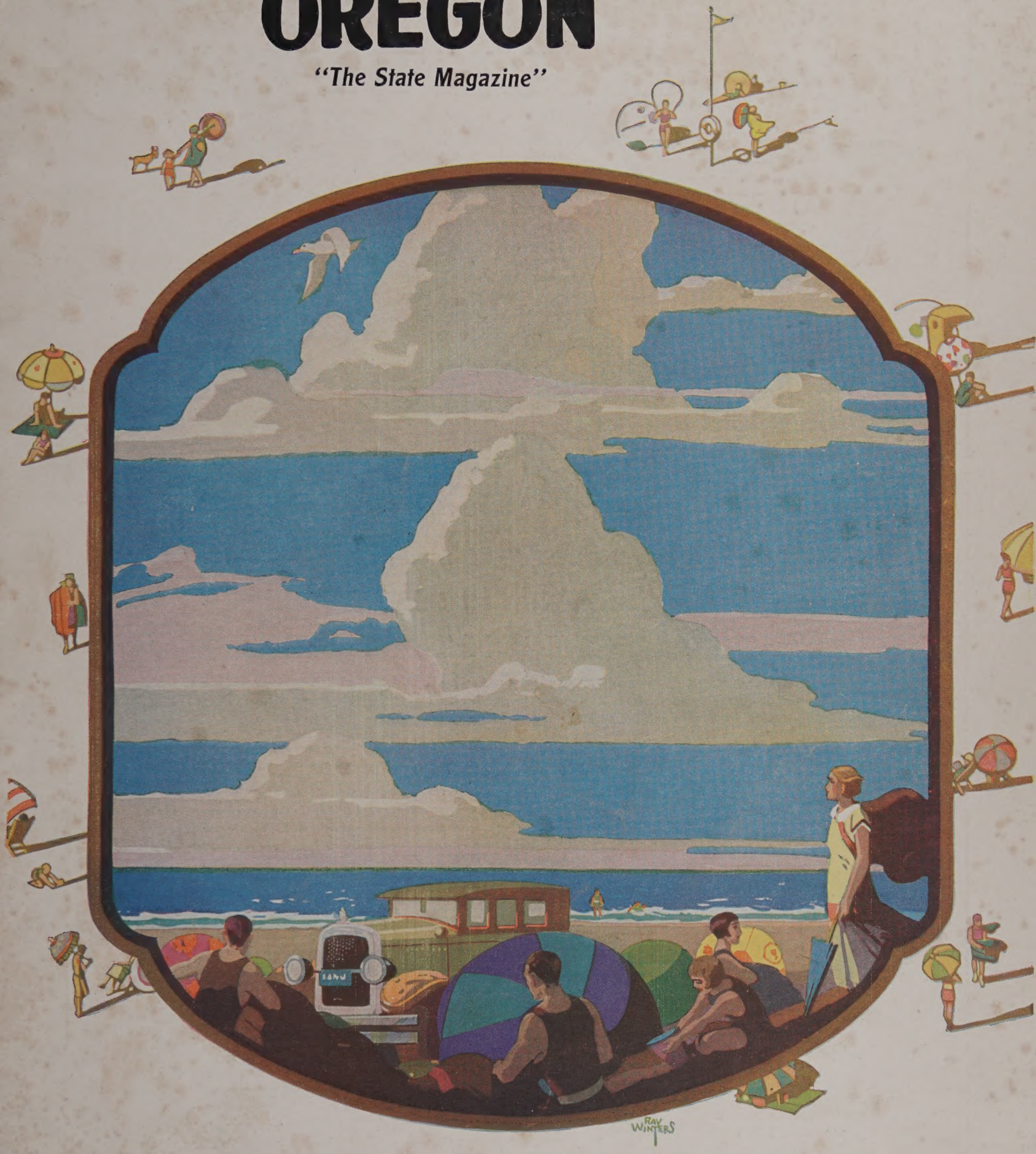
OREGON

"The State Magazine"



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THIS MONTH'S CONTRIBUTORS

GEORGE O. BRANDENBURG

General Manager of the Oregon State Motor Association has done more than any other individual in the state towards the betterment of motoring conditions. The Oregon State Motor Association is recognized as one of the strongest A. A. A. clubs in America. "Oregon" feels proud to be able to present Mr. Brandenburg's article to its readers.

EDWIN T. REED

Editor of Publications at O. A. C., whose articles and poems in "Oregon" have received so much comment, has again favored us with one of his poems. Professor Reed's latest book of poems, "The Open Hearth," was published last month and through the many invigorating lines about Oregon, that make up no small part of the poems, will prove of the greatest interest to all Oregonians.

COLONEL CHARLES GOFF THOMSON

Has been superintendent of Crater Lake National Park for five years. In his spare time he has contributed considerable fiction to national magazines and has three novels to his credit. He has seen most of Asia, Europe, and North America but insists that Crater Lake shares with the Grand Canyon the distinction of being the most beautiful thing in the world.

SAM J. COTTON

Has compiled a number of most interesting articles and legends on the country around Nehalem by talking to the early settlers and pioneers, and published these in his book, "Stories of Nehalem." We hope to present some more of his articles in subsequent issues.

W. G. IDE

Manager of the Oregon State Chamber of Commerce, is one of the best authorities on the development of Oregon's resources. Mr. Ide is the father of the Oregon System of Land Settlement, which has been recognized all over the U. S. A. as the most efficient system thus far developed.

ALBERT REBEL

Is the managing editor of "Oregon, the State Magazine."

L. L. RAY, A. B., L. L. B.

Attorney at Law at Eugene, has contributed one of the most absorbing imaginative stories we have had the pleasure of publishing. Mr. Ray, who is a graduate of the University of Oregon, class of 1912, has presented his theme in an entirely different manner, and we hope we may soon publish some more articles from his hand.

ERMA CRAINE BOYLE

Is a member of the editorial staff of the Western World of Bandon. Mrs. Boyle is a graduate of O. A. C., class 1915, and has contributed several poems and articles to national publications.

OREGON

"The State Magazine"

A Magazine Illustrating Commercial, Industrial, Agricultural and Scenic Oregon.

Volume I | JULY, 1927 | Number 3

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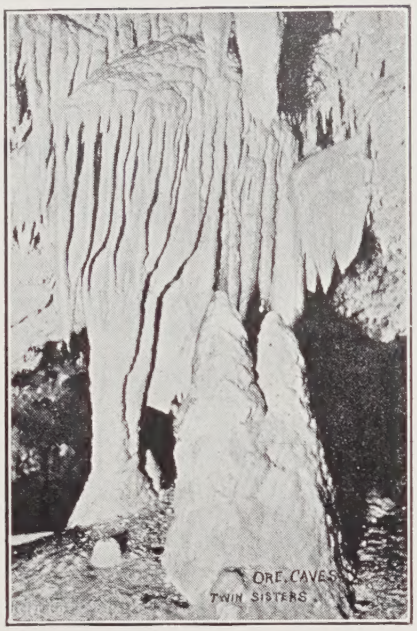
OREGON CAVES RESORT

National Monument

A Major Attraction



Scene in Oregon Caves

Office and Dining Room

The Oregon Caves comprise a series of immense chambers, connected by natural passages and extending hundreds of feet into the heart of Cave Mountain. From the mouth of the Caves flows a sparkling stream of ice cold water. The chambers are of marble with great stalactites and stalagmites which Nature's Artists have been scores of centuries in forming. Fantastic shapes are found resembling marble statuary.

The Caves are 50 miles from Grants Pass and are reached by a good automobile road. From Grants Pass the route lies south over the Redwood Highway toward Crescent City for 32 miles. Road signs point the way.

An Information Bureau and Store at the Grayback bridge, seven and one-half miles from the Caves, is conducted by the Oregon Caves management and reservations by telephone to the Caves for lodging accommodations and for meals may here be made.

For Information Address Oregon Caves Resort,
Geo. C. Sabin, General Manager,
Oregon Caves, Oregon.

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Good Service to His Country Ought to Be the Aspiration of Every Citizen of Our Land"—PRESIDENT HARDING

"OREGON, *The State Magazine*" *advocates strongly the following Progressive Movements:*

1. National Interest in Oregon.
2. "See Oregon First."
3. Reforestation and Prevention of Forest Fires.
4. More and Better Highways.
5. Complete Conservation of Our National Park System.
6. Use Oregon Products.
7. No Disfigurement of Scenic Spots.
8. World Metric Standardization.
9. Truth in Advertising.
10. Clean Publications That May Safely Enter the Home.

From the Editor

We would like to ask a fair question of the thousands of Oregonians who are leaving their homes in Portland, Pendleton, Medford, Ontario and other parts of Oregon for their annual vacation trips: A great number of them are going to California to visit the Lake Tahoe district, Yosemite Valley or the well known California beaches. Others are going to Washington, Puget Sound, Rainier National Park. Smaller numbers will travel into Colorado, or will pass through Idaho on their way to Yellowstone or Glacier National Park. And a deplorably small percentage of those vacationists are staying in their own home state Oregon.

The question we would like to ask is: "Do you know your home state well enough to be able to leave Oregon with an absolutely smooth conscience? When you will meet the real California booster, — as we know him, bragging about his country, about the lakes and mountains, the valleys and beaches, and we must confess he has a right to brag about it—, will you be able to tell him as much about Oregon as he can tell you about California? Can you give him the honest answer, that you have seen all of Oregon, that you have explored the Cascades, Blue Mountains and Wallowa Mountains, that you have visited our wonderful natural lakes and mountain streams?" Are you able to describe to him the unsurpassed scenery of the Three Sisters Region, the majestic grandeur of Crater Lake,—a natural wonder not equalled anywhere else on this earth,—and the loveliness of the Rogue River, Umpqua or Willamette River Valleys? Can you tell him about the eastern part of our state, about the hundreds of thousands of acres of land under irrigation and about the wonderful mining districts?

And what about the beaches? You, who are going to spend your vacation in Santa Cruz or Monterey, or on any of the Southern California beaches, can you enthusiastically tell your questioner, who will ask you why you came to California, that you have rolled in the warm sand of Seaside and Cannon Beach, that you have plunged into the surf at Nehalem, Manhattan Beach, and Oceanside, and that you have basked in the warm sun at the beaches of Newport, Bandon, Port Orford and other Oregon seaside resorts?

May we answer those questions? "You did not"! Because very few of you have really seen Oregon, very few of you do realize that your own state can offer you scenery and climate that you cannot find in California, Colorado, Washington, or any other state in the Union. There are few states where the highway system can compare with Oregon's, so why not keep your tires in good condition and cover Oregon's highways first? There is no greater education than travel, but there is a similarity between travel and charity; both begin at home. SEE OREGON FIRST, see it through thoroughly, and then go and visit other states and foreign countries.

We just returned from a trip through a small part of our state and really, we are wondering why the people of Oregon leave their home state to visit other countries. We have had a chance to get a glance at only part of our scenery. We did not leave the main track and had no opportunity to penetrate more into the interior. But we are going to stay here a long, long time and from what we have seen so far it is going to take more than a long time to see all the unsurpassed scenery Oregon has to offer.

We left Eugene early in the morning and drove south over the Pacific Highway, a masterpiece of engineering, to Roseburg and Grants Pass. Two miles south of Grants Pass we turned to the right and followed the Redwood Highway. Parts of the Redwood Highway are under construction, but the detours are not bad and the scenery fully makes up for the few bumps. Behind Kerby an excellent gravel road turns to the left to Oregon Caves, Oregon's National Monument, but this time we suppressed our desire to visit the Caves and kept traveling south towards the California line. Virgin forests and mountain streams, and as the name of the highway indicates, miles and miles of marvelous redwood groves.

In an early issue we will come back to the redwoods and talk about the wonderful work accomplished by the "Save the Redwoods League" and others on behalf of one of the greatest treasures of the Pacific Coast, the Redwoods.

Early the next morning after a well deserved rest at Crescent City, we were on the road again traveling north over the first part of the main object of our tour, the Roosevelt Highway. The first twenty-one miles up to the Oregon line are in pretty poor condition and the California Highway Department has to hurry if they will keep their promise of meeting the Oregon Highway at the State line.

From the border up to Brookings the highway is ready and in excellent shape and just about the time that this will come before the eyes of our readers the Roosevelt Highway between Brookings and Cape Sebastian will be open for travel so that the tourist will be spared the detour between those two points, which is about the worst we ever traveled over. With the completion of this southern part of the highway, the dreams of the citizens of Curry and Coos Counties have at last come true as it is opening up the wonderful resources of those two counties to the general public. Gold Beach, County Seat of Curry County, will be a thriving community with a great future.

It is only a few months ago that we returned from a year's stay in Europe. We were very fortunate and we had a chance to travel by automobile over most of Europe's famous highways: in Switzerland, southern France, along the Basque Coast. But we have never seen anything that con compare with the indescribable scenery, the ocean and mountain views, that are offered between Gold Beach and Port Orford. It is simply wonderful and all we can say is go and visit it yourself. And do it before you go anywhere else, because you will agree with us after you have been there, you could not see it anywhere else.

What an opportunity for resorts and summer homes! The stretch between Port Orford and Bandon also offers marvelous scenery. A very interesting little side trip should be made by turning left before Langlois for a visit to Flores Lake, the most western fresh water lake in the United States.

Bandon-by-the-sea,—the readers will find an article on that city in this issue—,is going to develop into one of the leading bathing resorts of the Pacific Coast.

Then the road turns inland towards Coquille, the County Seat of Coos County and then again swings north to Marshfield and North Bend. Here too is a section of the country that will undergo an entire change within the next ten years. With the completion of the Harbor works the peninsula is bound to become one of the great industrial communities on the Pacific Coast. There is a lot of talk about making Crescent City the great harbor for southern Oregon, but in our opinion Coos Bay not only can compete but beats all opportunities offered by Crescent City by far. To reach Crescent City a railroad should have to cross three heavy mountain ridges and the building of such a railroad would cost fortunes, not to mention how much upkeep and transportation expense would be afterwards. All Coos Bay needs is the completion of thirty miles between Powers and the Coast line. It would be interesting to know what the next ten years will bring.

To complete our Roosevelt Highway tour we had to return to the Pacific Highway, as no connections have been made yet between North Bend and Newport. Therefore, we returned to Eugene and after a few stuffy days in the office traveled north to Portland and followed the Lower Columbia Highway to Astoria and Seaside. Seaside lies on both banks of the Necanicum River just where it meets the sea; a mile-long promenade combined with a sea wall skirts the beach Aside from beach attractions Seaside boasts a great variety of other out of door possibilities. Excellent hotels,—the Seaside Hotel can compete with any hostelry on the Pacific Coast — cottages and camping grounds make this resort one of the leading bathing resorts of Oregon.

A little bit to the north is Gearheart, a large hotel with golf course and other attractions. We are sorry that we could not get much information, as the owner entirely seemed to misunderstand the idea of our visit,—getting acquainted and gathering material — and after hearing the word "magazine" got frightened and told us she was not interested.

From Seaside the Roosevelt Highway runs south and follows at many places existing country roads. Cannon Beach, therefore, has to be reached from a branch road skirting the ocean, which road, however, in the very near future will connect at the Clatsop and Tillamook County line with the new highway constructed from Nehalem over Neah-Kah-Nie Mountain. We had to turn around and travel inland over the present Roosevelt Highway until a side road again brought us to Manzanita and from there to the foot of Neah-Kah-Nie Mountain. We drove up over the partly completed road along the mountain, and if we said that the southern part of the Roosevelt Highway has marvelous scenery, words could not describe the view from this road on Neah-Kah-Nie Mountain six hundred feet directly above the sea.

There seems to be quite a little excitement in Tillamook County about the money spent on this road, but in our opinion no greater scenic asset could be obtained anywhere than by completing this part of the highway between Nehalem and Cannon Beach. It is a masterpiece. The road follows the old trail used by the Indians and Lewis and Clark on their trip down the coast. In surveying and drilling holes the engineers worked on lines hanging from the cliffs above the water.

We don't know what the trouble is all about and we don't want to be mixed in politics, but all we can say is, that County Engineer Reed deserves full credit for the marvelous work done under his supervision.

The road from Nehalem to Brighton is temporarily closed, but Brighton, Manhattan Beach, Lake Lytle, Rockaway, and Garibaldi can easily be reached over the road from Bay City to the Coast. It is only a small detour but it is certainly worth while, and all talk about those beaches being closed because of the highway is unfounded. All those places mentioned offer facilities and conveniences not be surpassed by bathing resorts on other parts of the Coast, and have hotel and cabin accommodations to suit every purse.

Oceanside on the other side of the bay, nine miles from Tillamook, is another resort that can stand all comparison. An enterprising man from St. Louis, who came here to regain his health,

(Continued on page 31)

Let's Meet Them With A Smile

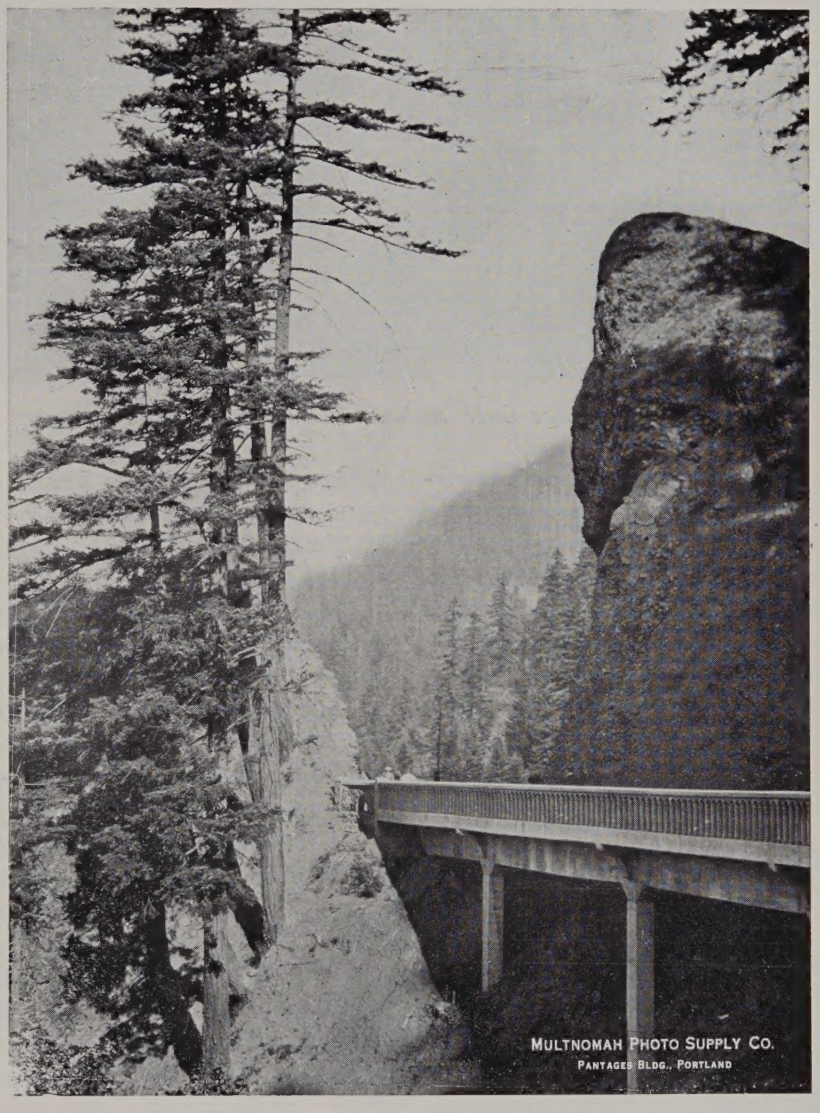
By GEORGE O. BRANDENBURG

JUDGED from the standpoint of "Seeing America First," the coming of the automobile marked the beginning of a new and most important epoch in the history of our nation. When one stops to consider that it was only a few years ago when in most sections of our country even a railroad trip of any considerable distance was regarded as quite an event and a trip across the continent was deemed a matter of great importance, the changes which have been effected during the past few years as regards transportation are amazing indeed.

While, in reality, even the first motor vehicles produced were the mechanical marvels of their day, yet in the beginning people generally were disinclined to regard them seriously and few realized the important part the automobile was destined to play in the future life of the nation. It was not until American ingenuity had solved the mechanical imperfections and made possible a volume production that brought about a rapid reduction in price that the motor car began to achieve popularity with the masses as a transportation medium.

The development of the automobile was accomplished in a remarkable short space of time and as it grew in popularity there came an almost universal demand from all parts of the country for better roads in order that our people might travel in greater ease and comfort. And thus was born in America the greatest good roads movement that the world ever knew. Almost before we realized the fact a network of modern improved highways came into being and motor travel had gripped the fancy of our people everywhere.

Automobiles and good roads have served to equalize the opportunity for all classes of our people to see and know their own country in a manner undreamed of even at the beginning of the present century. When we stop and consider for the moment that in 1900 the registered automobiles in the entire United States totaled but 8,000 and that today there are approximately 20,000,000 in use, we can visualize the amazing progress that has been made in a mere quarter of a century. Today, thanks to the automobile and good roads, a trip of a few hundred miles in a motor car is just a pleasant week-end journey; and even a vacation tour from coast to coast is an ordinary occurrence.



Along the Columbia River Highway

While Oregon was a bit behind some of the other states in beginning to develop a highway system, yet when we did start to build roads we plunged into the work with a determination that was productive of wonderful results; and in a period of ten years we have developed a system of good roads that is unexcelled by any other state in the nation. We believe that we are safe in asserting that, judging from the area we have had to cover and from a per capita standpoint, Oregon, today, stands first among the good-roads states of the Union.

And what has our good-roads development meant to us? Ten years ago we Oregonians had little conception of the real value of our scenic assets. Only the more hardy mountain climbers and nature lovers, or the sportsmen who are ever willing to endure hardships in the enjoyment of their favorite pastime, had the temerity to penetrate into the primitive wilderness which is the glory of our great state. How many of us, ten years ago, for instance, had the opportunity of viewing the wondrous beauty of the Columbia River Gorge with its rugged bluffs, its marvelous waterfalls and its majestic fir-covered mountains which serve as a background, except from the deck of a river steamer? How many of us in those days had nerve enough to endure a sixty-mile ride in a horse-drawn vehicle over roads that would have tested the durability of a modern battle tank, for the pleasure of picnicking at the base of snow-capped Mt. Hood? And Crater Lake! Why, that was a mystery—something we read about but could not understand.

Times have changed indeed. The construction of our won-

The Bridge Over Molalla River Near Canby.

derful highway system has served to make our scenic attractions accessible to motor vehicle traffic, and the tourists of the nation are being attracted our way in ever increasing numbers The way has been opened for the development of Oregon as one of the foremost tourist states in America and in order that we may profit in the greatest possible degree from this highly lucrative business it is incumbent upon our people, every man, woman, and child who calls Oregon home, to play a part in helping to influence our visitors with a spirit of hospitality that will not only make them want to come again but will send them on their way imbued with an appreciation that will cause them to further advertise Oregon as a most desirable place to spend a summer vacation.

The tourist business of today is not the tourist business of yesterday. Before the advent of the automobile and even up to the time when Oregon began the construction of its wonderful highway system, tourist travel into our state was trivial, indeed. Tourist travel in those days was confined to the railroads and steamships, and was too expensive for the man of ordinary means. The tourists of those days—the tourists of yesterday, as we refer to them—did not linger in any one place while traveling. Whatever impression they received of the attractiveness of Oregon was gathered from a panoramic view through a railroad car window, or by a brief visit to one of the more accessible resorts in the vicinity of the larger cities. The tourists of that day were always moving on; always looking for something new and seeing little or nothing of the scenic glory of our wonderful state.

But a change has come upon us; the tourists of yesterday have given way to the tourists of today, the automobile tourists. Where formerly hundreds came to pay us a brief visit, now thousands come and spend many enjoyable days touring about the state, camping a day or two in this spot, then moving on to some other place they have been told about, for another stay. So varied are our scenic attractions and so ideal our summer climate that the real vacationist experiences a pang of regret when he finally has to terminate his enjoyment and set out on the homeward way.

Is it any wonder that such is the case? Within the state of Oregon are the last and greatest undeveloped scenic attractions in the United States, with the

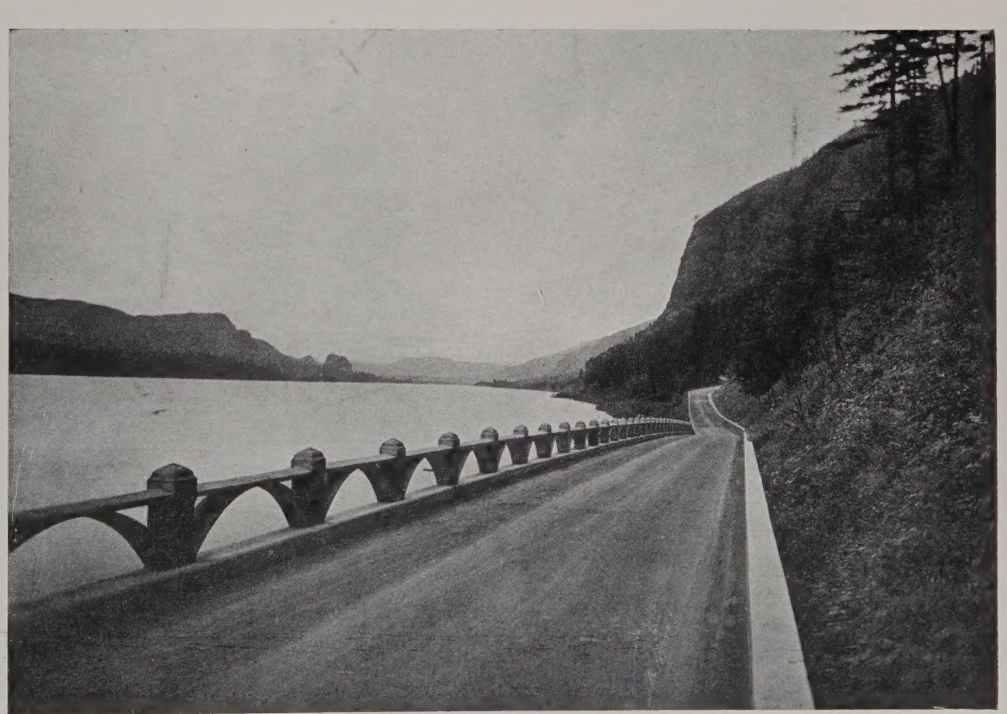
The Pacific Highway Near Oswego.

possible exception of Alaska. These attractions are God given; they are not here through any act of our own. Mt. Hood lifts its crest 11,000 feet above us, not because we have willed it to do so, but because Nature placed it there. Indians gazed on the white spire of this magnificent mountain long before a white man ever trod the soil of the land "Where Rolls the Oregon." Such scenic wonders as Mt. Hood, Crater Lake, Columbia River Gorge, McKenzie Pass, Three Sisters, Mt. Jefferson, and Wallowa Lake, and any one of our other gifts of nature, are not Oregon's, they belong to the nation. We Oregonians are only the guardians and it is our duty to broadcast an invitation to the world to come and enjoy these wonders with us.

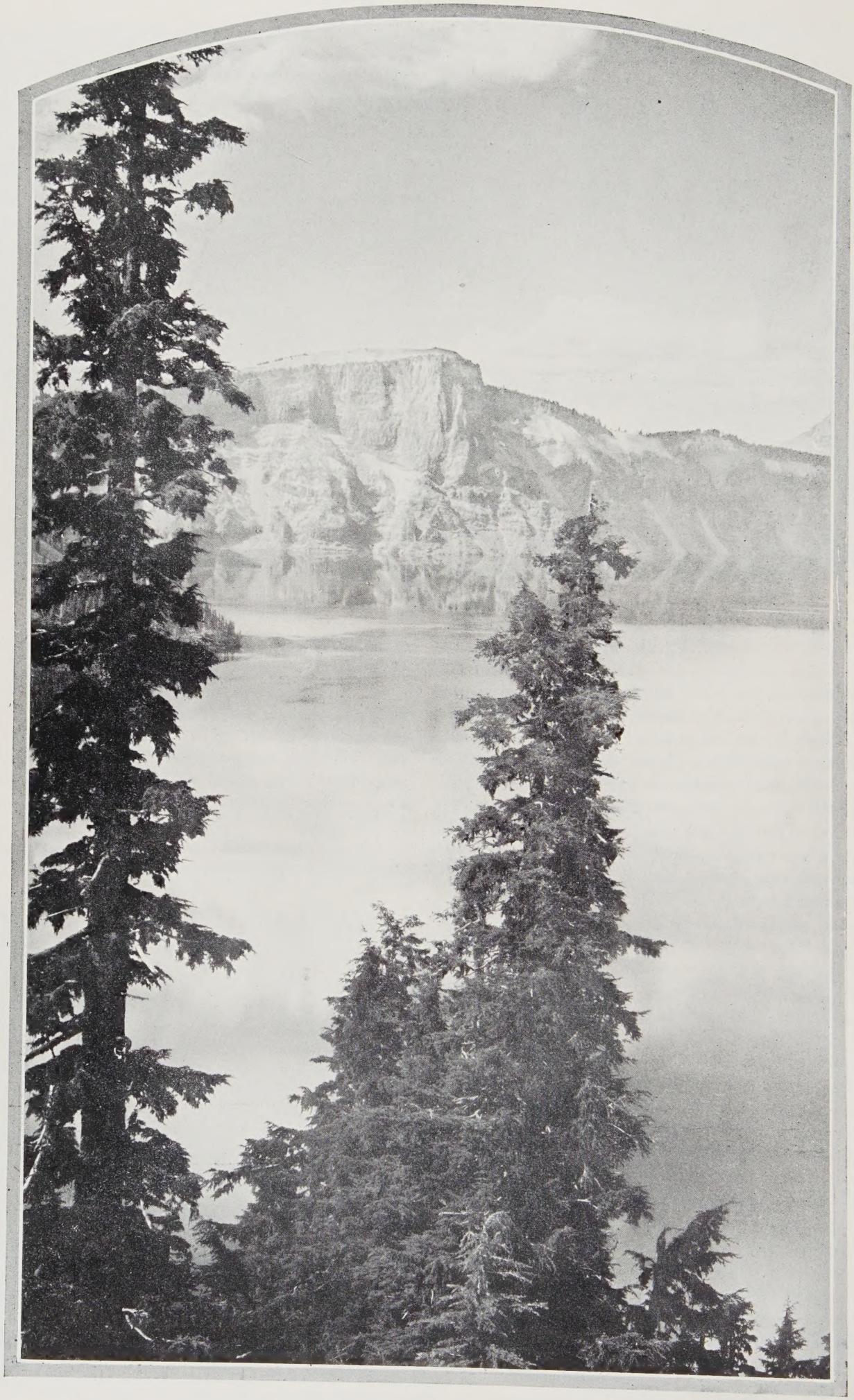
Oregon, in fact, is a great scenic storehouse and each of us Oregonians is a stockholder therein. Figuratively speaking, upon our shelves are displayed an exclusive class of goods. Other states may have grain and fruit and lumber in the same quantity and of the same quality as that of which we boast, but no other state has a Crater Lake or a Mt. Hood like ours. Some states have this, and some that, but we have them all within our borders. It is the class of "goods" which we have on display that is serving as a magnet to attract a great flood of purchasers, the motor tourists, into our storeroom. How are we going to treat them when they come to us?

Have you ever heard of a merchant advertising a great sale, "Come one, Come all," and then meeting the customers at the door with a frown or displaying a lack of interest in their patronage? No, indeed. Such tactics discourage rather than encourage trade. Good business methods demand that he welcomes his customers with open arms and show him every courtesy possible. And if we of Oregon are to see our tourist business grow and prosper, we, too, must learn how to receive our customers when they enter the front door.

Courtesy and attention and fair dealing are demanded by every tourist just as you would *(Continued on page 36)*



Scene Along the Columbia River Highway.



Crater Lake

By Edwin T. Reed

They tell me that the wildest thirst,
The most consuming fire,
With which the human heart is curst
Is unfulfilled desire;
'Tis true, I dare confess, for I
Have feared my heart would break
If ever I should come to die
And not see Crater Lake.

My son reminds me I am old
And bids me be at ease,
For I have seen the rush for gold,
Like storms upon the seas;
I've seen the mountain's snowy crest
Slow falling, flake by flake,
But still, ah still, I cannot rest:
I've not seen Crater Lake.

My man, on foot to Klamath Falls,
Tells how—it must be true—
He trembled on those craggy walls
Above that pit of blue,
And held my son—the one who died
In France, for freedom's sake;
At peace, they said, and satisfied:
He had seen Crater Lake!

A road, 'tis said, sublimely steep,
Winds round its rim of snow,
Wherefrom you see the white waves creep
O'er blue depths far below.
Had I one last, lone wish—no more—
Ever to breathe or take,
O let me see thy lonely shore,
Astounding Crater Lake!

Assembled peaks, they say, lift up
This chalice to the skies,
A consecrate and mystic cup
For lips of paradise—
O Thou who hung upon the cross
For my unworthy sake,
Forgive, my simple-hearted loss:
I would see Crater Lake!

* * *

So spake an aged dame beside
The dune lands of the sea;
"Why pine for Crater Lake," I cried,
"Next summer come with me."—
God's mercy save us here below!—
She wept for pity's sake,
But died before the fall of snow
And ne'er saw Crater Lake.

Wizard Island *Photo by Patterson.*

(By Courtesy of Oregon State Chamber of Commerce.)

Oregon's Greatest Tourist Asset---Crater Lake

By CHARLES GOFF THOMSON

THE ADDRESSING of any description of Crater Lake to Oregonians is a mere carrying of coals to Newcastle, for it is Oregon's greatest scenic asset and should be known intimately at first hand by every son and daughter of the state. But, in the same way that an officer of a corporation makes periodic *reports* to stockholders, it is entirely fitting that a park administrator reports *to Oregonians* from time to time the progress that is being made in *development of the park and of plans for the future.*

Thanks to the interest of the Congress and the Bureau of the Budget, Crater Lake is taking a considerable stride forward again this year. Nothing that man can do could ever enhance the glories of the lake or the splendor of the great caldera that is the setting of the jewel, so the effort of the National Park Service is merely to make the park more accessible and more comfortable for sojourners, to provide the completest possible safety from accident, and assure those invisible safeties that attend perfect sanitation, pure water supply, and

Cleetwood Cove, with Mount Scott showing in the distance.

Western shore, Crater Lake, looking across to Glacier Peak. Photos by Colonel C. G. Thomson unless otherwise noted

Photos by Colonel C. G. Thomson unless otherwise noted

"Skeezix" knows what he wants when he wants it. Often the mother bears cuff their nursing offspring up into a tree for safety, and then partake of food for the whole family.

Hot-cakes with syrup—plenty of it—are a winning lure, and if "Jeff" should lick off the syrup and pass up the cakes it's not for you to complain

Photo, Patterson, Medford

An expert can almost tell the month of the year by a bear's coat, which late in summer is not so presentable as is shown in adjacent photos. The snow lasts longer around Crater Lake than in the lowlands, and so do the bears' coats. "Hans" and "Fritz" are a couple of mischievous cubs, now in their second year. So far this year three new cubs have been reported.

(By Courtesy Standard Oil Co. of California.)

similar provisions. This means the improvement of roads, their widening to full double travel width, the reduction of grades and curvatures to safe standards, the betterment of important trails, a progressive program of sanitation and water supply. Likewise, as the park yearly functions at higher and higher speed with increases of employees along every line, it also means the construction of employees cabins, warehouses, barns, etc.

The primary purpose of the far-seeing patriots whose activities led to the setting aside of Crater Lake and other National Parks was to preserve for all time these marvelous areas, to prevent their exploitation and any commercialism, to maintain them as incomparable national shrines of the out-of-doors. In fact it is doubtful if those who pioneered the Nation Park idea could possibly have forseen the tremendous travel that would set in with the perfection of the automobile and the swift growth of a vast network of highways across the country. For years the National Parks remained very difficult of access and were visited by merely a few scores of the fortunate: but suddenly, almost over night, an amazing increase of travel all but swamped the park system; and even today we are not yet fully equal to peak demands made upon us. Last summer, for example, 81,016 people visited Crater Lake from every state in the Union and from nine foreign countries; the handling of such a throng in a mountain area removed many miles from rail heads is a considerable problem, but it was met without a single accident on the roads or elsewhere, and without any breakdown in the various services which the American people rightly feel is their due within the parks. Today no human mind can prophesy what the future demands will be, there is no predicting what multitudes we must care for in the years to come. We plan here, however, for an annual increase of about 20% for the next few years.

This growing popularity of the park imposes difficult problems. On the one hand we are strictly charged with the preservation of every natural feature, for the 249 square miles of Crater Lake National Park must always remain a national outdoor museum unspoiled by over development in any par-

ticular. This primary purpose of the park must be preserved against all contingencies, and so the pressure of rapidly increasing travel must be met in other ways than by over stressing physical improvements. Thus the present road system, with its four approach roads joining the rim road around the crater wall, is considered a final and complete layout of roads; it will be widened and improved but not supplemented by other roads. A section of this system is being reconstructed this year and before winter comes it is expected that both the Medford and Klamath roads will be completed and the main road from Anna Spring to the lake will be reconstructed and completely surfaced, the maximum grade to be 6½%, making one of the finest roads to be found in the mountains anywhere in the United States. It is worth mentioning that there will be no detours during construction, as the present road will remain in use until the new one is completed. Under a five-year construction program it is expected to advance the East, North, and Rim roads to similar improvement.

A woodland idyll—the camera record proves that it is no fairy-tale or myth. The fact that Crater Lake National Park is a game sanctury mkes this drama possible of enactment

Some are more friendly than others. This is one of the others; his gruff manner gained for him the name of a one-time camp attendant of similar address

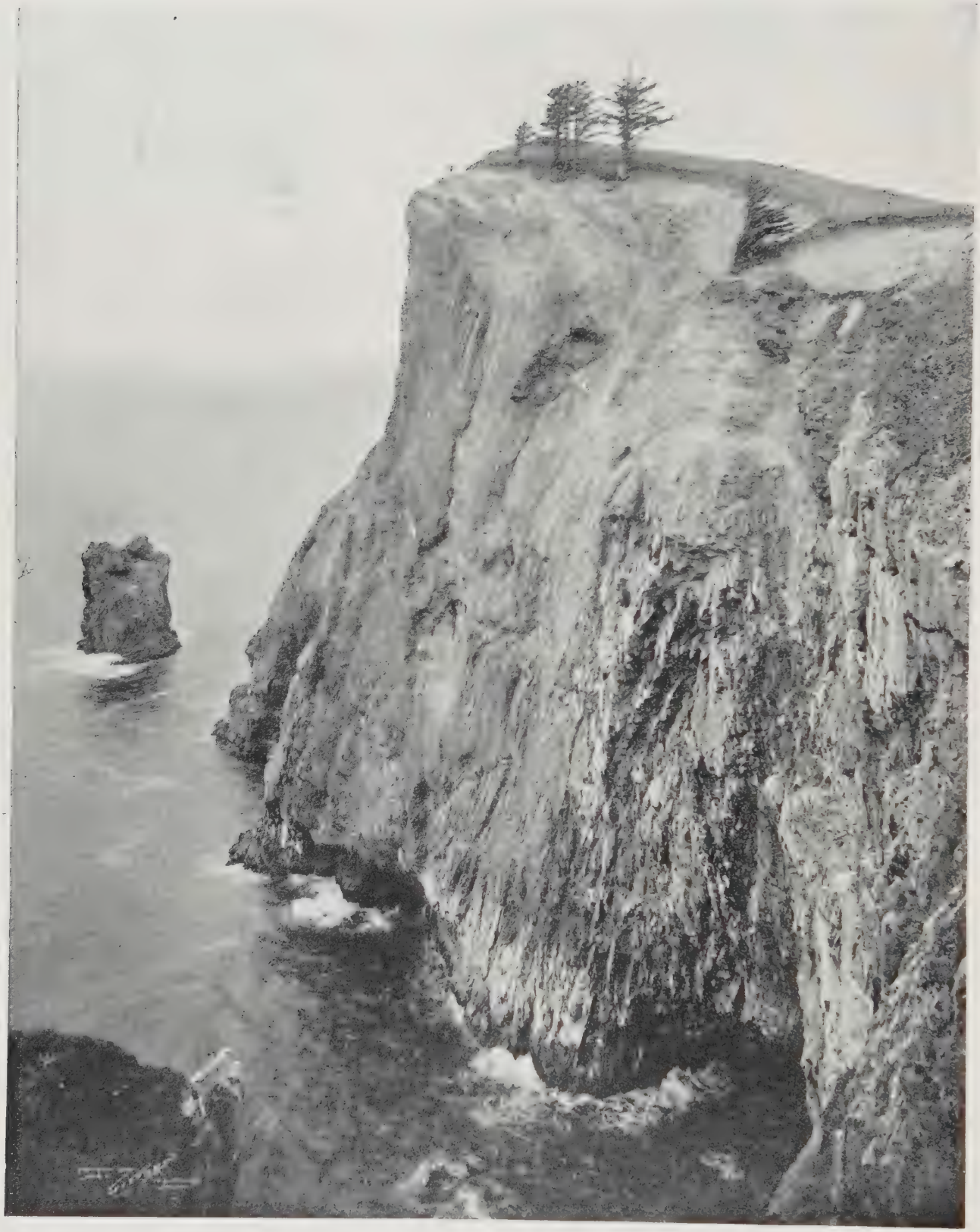
In addition to this road work Congress has also authorized a considerable program of building and construction, the heaviest in the history of the park. Practically all of these new cabins, etc., will be screened from visitors and so will not intrude upon the pastoral quietude of the virgin forests. Another activity now under way is the elimination of the pine beetles which have attacked the lodgepole pine stands in the park and against which the government has campaigned each spring for three years. It is predicted by entomologists that this year's activity will completely wipe out the insect pest and that our lodgepole stand is no longer threatened by this menace.

"Jimmy" is an old-timer in the camp's visiting-bear group. "He" was so named by the cook, but one morning two years ago this bear appeared in camp with two cubs, whereat the name was changed to "Jemima"—and "Jemima" she is today.

Photo, Fred H. Kiser, Portland.
(By Courtesy Standard Oil Co. of California.)

The park season is from July 1st to September 20th. During that period the park hotel is open and the stage, launch service, and photo studios are in operation. As the big majority of visitors prefer to camp out the government maintains free camp grounds, of which the finest and most popular is the campground on the rim of the crater wall overlooking the lake. This Rim Campground is in a splendid stand of mountain hemlock and is equipped with modern sanitation, showerbaths, and a comfortable community house containing a dance floor, orthophonic, radio, etc. The fireplace in this community house is nightly the scene of friendly gatherings of Americans from all over the country, meeting in the comradarie of the out-of-doors.

One of the most popular activities at Crater Lake is the Nature Guide service under the direction of Dr. Lloye Miller of the University of California. Dr. Miller's lectures are attended by hundreds every night, and scores accompany him daily on his rambles along "nature trails" when he picturesquely points out the significance of various manifestations of geology, wild life and unusual (*Continued on page 36*)



Where Neah-Kah-Nie Mountain and the Pacific Ocean Meet.

What Makes the Ocean Rough?

An Indian Legend from Nehalem Country, Secured from the Late Mrs. Ed. Gervais, Who Brought It Down from the Camp Fires of Her Father's Home

By SAM J. COTTON

OLD INDIAN GOD was prominent in the Nehalem Country in the days far removed from the time and memory of the last native resident, but his doings are indelibly impressed upon the mind of every Indian from the impressiveness of their telling as the family was gathered at the evening campfire of long ago. Like the child playing about the hearthstone of the white family, the Indian child, active in mind and body from plenty of exercise in the pure air and unincumbered with dolls and playthings, sought some story from the father or mother to pass away the long evenings. And the fathers of those native days were not so completely enslaved to clubs and other affairs that they could not devote a few hours to indulging the slowly developing mind of the child by relating the romantic stories they had received from their fathers. It is for this reason that we are privileged to learn of much of the traditional life, fresh from the telling, of those who took part in it or from those who received it themselves at first hand from the first relator.

No white child has been able to learn from the parent how the ocean happens to be rough. He is obliged to await the time in life when a sufficient advancement has been made in school work to study it all out with the aid of a teacher. But the Indian boy and girl learned the cause of this wonderful phenomenon from a parent, and this is what the native child learned to be the cause of all the unrest along the ocean front:

There is no knowing when Old Indian God first made his appearance in these parts, and the time is not necessary, but one day he was taking a stroll along the beach at the foot of Neah-Kah-Nie Mountain. Some boys were bathing in the water. At this time the ocean was as calm as a mill pond. Not a ripple broke the surface of the Pacific. It had been that way ever since the Indians could remember. Occasionally a summer breeze ruffled the surface, but the breakers of today were unknown. The boys disported themselves in the water for some time, watched by the God. Either the comfort derived from the pleasure angered the God, or it may be he thought the sport very tame in such quiet water, but he made a vow that the ocean should never be calm again. He went down to where the boys were playing and told them the ocean would soon be rough, and big breakers should lash the shore. They would not again have the privilege of swimming and disporting themselves in the calm ocean. All would be changed.

The God then made his way up the side of the mountain until he reached Treasure Cove. He looked out over the calm waters and was impressed by the silent monotony. He decided to make the water rough and the sea turbulent. Gathering a great mass of wood, he built a fire on the slope overlooking the cove. It was a tremendous fire. The flames leaped high in the air and heated the rocks around. When the coals had formed in sufficient heaps, he tore rocks from the side of the mountain and placed them on the embers to heat. As a result of his Titanic work a broad depression on the west side of the mountain can be seen. The boys watched the work of the God with fear and trembling, and Indians from miles around saw the great fire and wondered. The news spread throughout the country that the God was angered at something and he was preparing to make the ocean rough. No one dared approach the spot, and the boys, soon frightened out of their wits, ran to their homes and told their parents what the God had said to them.

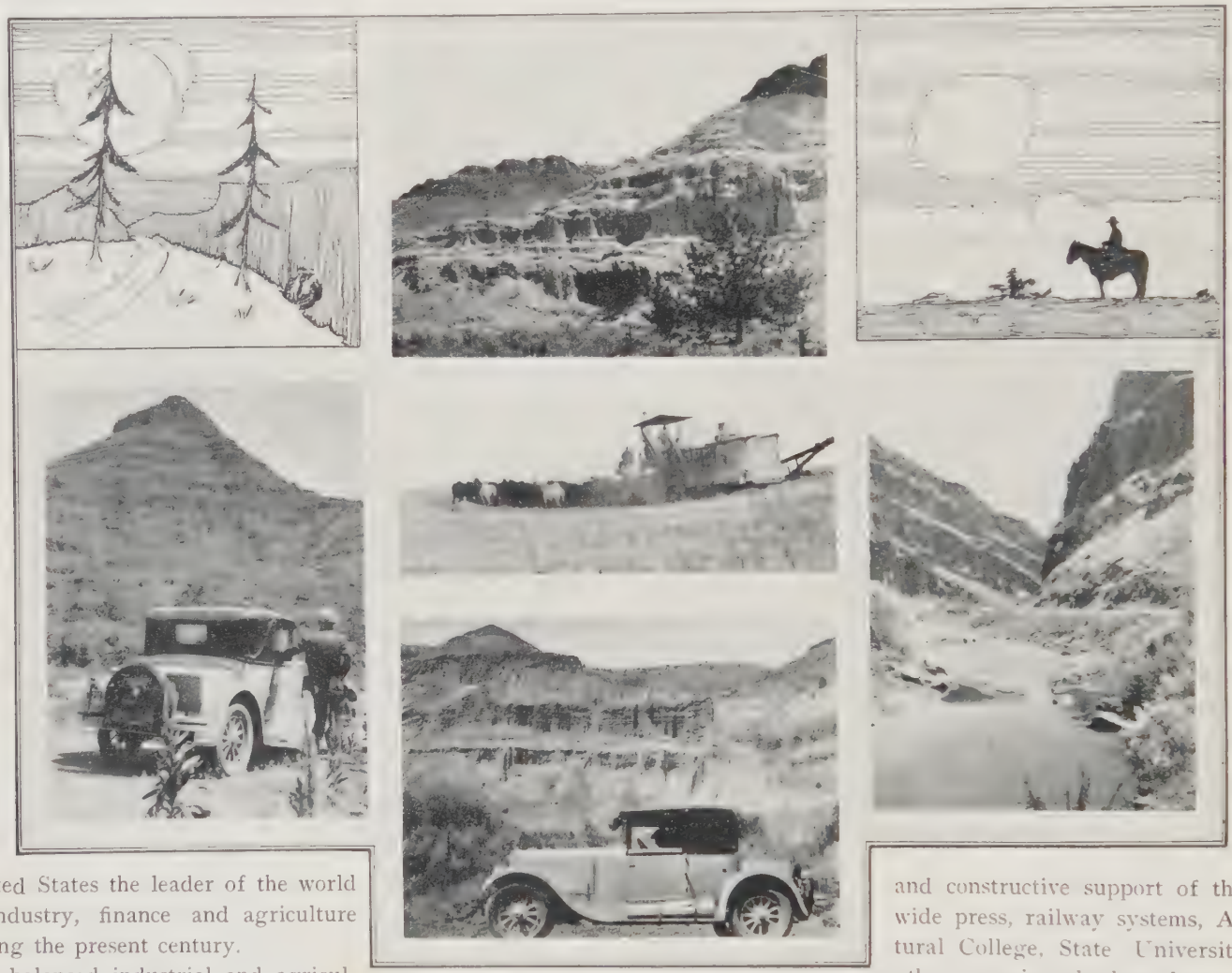
The God worked upon the ledge forming the mountain side, and piled the rocks high around the red hot embers. The high cliff overlooking the ocean was an ideal place for the undertaking the God had planned. Precipitous walls of rock frowned upon the waters and, so awe inspiring were they, that the bravest among the Indians had always approached it with fear. But the God had no such feeling. The place just suited him and the purpose of his work. As soon as the rocks had become red hot from the tremendous fire, he rolled them to the brow of the cliff and dumped them into the ocean. A boiling was immediately started and a tremendous roar of hissing steam. Faster and faster he worked until every rock had been dumped into the ocean and the water was boiling all around. It lashed the foot of the cliff and extended its incessant beating all along the shore in both directions. Gradually the uneasiness and tumult, caused by the heated rocks, widened in wonderful circles until the whole ocean, as far as could be soon, was pitching and tossing in wild confusion. The God was pleased at his handiwork.

At first, the new sound from the ocean—the constant roaring upon the shore—caused fear in the hearts of the Indians dwelling there, but they were soon assured by the God that it meant no danger to them. It was a barrier to protect them from those who might venture upon the great ocean and come to their land. And thus it has continued from that day. The tireless waters beat upon the rocks, sometimes in murmurs during the calm days of summer, and lashing the shore in fury when the God had cast more fiery rocks into its bosom.

The Oregon System of Land Settlement

By W. G. IDE

MAN power and cooperation are the forces that have developed the magnificent resources of the world. A combination of these two forces has been responsible for the initiative genius and capital that have organized every successful government, educational institution and business—the foundation of our splendid civilization—and have made the United States the leader of the world in industry, finance and agriculture during the present century.



Scenes in the John Day Highway Country, Eastern Oregon.

A balanced industrial and agricultural growth is highly desirable, but the production of food to sustain the population always has been and must continue to be the initiative movement of our natural resources.

To promote the welfare and protect the interest of the man on the land is the leading objective of Oregon's system of land settlement, under the joint direction of the State Chamber of Commerce and the land settlement committee of the Portland Chamber, financed by the State Wide Development Fund.

The truthful portrayal of Oregon's agricultural advantages has been adhered to strictly and an honest endeavor made to create an asset for our state of every new farm settler by assisting him to locate on land suitable to his needs at a reasonable price.

National recognition of the system has been accorded by the Secretary of the Interior and Commissioner of Reclamation of the U. S. government. On his recent inspection of Oregon's Federal Reclamation Projects, Dr. Elwood Mead, a world authority on land settlement problems, stated that Oregon was more effectively organized and was securing better results in this work than any other state.

The success of the plan is largely due to the endorsement and constructive support of the state wide press, railway systems, Agricultural College, State University and other agencies who have been unsparing in their cooperative efforts to secure the desired results. A close working relationship is maintained with the State Reclamation Commission through the office of the State Engineer in all matters affecting state reclamation projects. Plans are now being formed for the readjustment of the finances of several districts under the direction of the commission in order that settlement of the projects may proceed.

Bankers, the professions and leading business men throughout the state have keenly realized the necessity of development along advanced lines of production and marketing and have been impressed with the fact that placing more people on our farms means more prosperous cities and towns, more tonnage for transportation, more users of light and power, more consumers of food, clothing, furniture, farm machinery and other necessities of life, thus increasing the purchasing power of our farm population and creating new cus-

Sunset on the Columbia River

The Redwoods in South-western Oregon

The Garden of the Gods, Near Crater Lake

The Upper Columbia River

A Typical Oregon Valley

tomers and patrons for the business life of the state.

Ninety local chambers of commerce, led by their most efficient secretaries, and cooperating with county agricultural agents, have been closely affiliated with the work, having organized land settlement committees. In many counties appraisal boards have been constituted, composed of responsible citizens who know land values. These boards select and appraise lands suitable for the newcomer and promote a cordial welcome for them in their respective communities, familiarizing the new families with community life in their new surroundings, making them feel as much at home as possible.

The proper selection of desirable families is an important feature. This is accomplished by the Questionnaire method which invites the person making the inquiry to state in which part of the state he wishes to locate, the kind of farming he would like to follow, about the amount he wants to invest and other questions which enable the department to give him the proper replies and advice about the things he wants to know, thus eliminating those who lack sufficient capital or other qualifications.

More than seventy thousand inquiries have been received and answered and nearly a quarter of a million pieces of carefully prepared literature have been mailed.

The net results of record for this department during the campaign of development is nearly three thousand new farm families or about twelve thousand people who have bought new capital of about fifteen million dollars and who will annually spend in excess of three millions of dollars for ordinary living requirements. In reality, however, the results far exceed the exact records of the department and there is abundant evidence that at least five thousand new families are in Oregon as a result of the work of this department, and the cost has not exceeded twenty-five dollars per family.

The prosperity of any town, city, county, or state is largely based upon the number of people successfully engaged in production, trade and commerce. Oregon's greatest need today is more people and more capital and especially is this true in the development of her agricultural resources.

The climatic and soil conditions of this state making possible a great diversity of products, coupled with rail and water transportation to the markets of the world gives to our producers a distinct advantage over most agricultural sections of the United States. A quantity production of standardized quality products at least four times greater than our present output is entirely feasible because of these advantages. Under-production rather than over-production is our problem, and this increase must not be a haphazard production of inferior products, but a well balanced, orderly production that does not bring our producers in keen competition of large areas of agricultural sections producing single or limited crops.

The State Wide Development program now functioning has been the most successful of any in the history of this state in securing concrete results of permanent value. It has been an investment in new citizenship, increasing our taxable wealth and securing a more equitable distribution of tax payments. Even of greater value is the fact that the striking truth has been impressed upon the important business interests of the state, that success and prosperity in towns and cities is to a great extent dependent upon the prosperity of our farmers.

Closer relations of the business man and producer have been established. As a result more intelligent production of standardized products and a sensible system of distribution is generally recognized as a prime necessity and a continuous effort is being made to bring about these more desirable conditions. They will be successful and a better Oregon is fast approaching. A new All Oregon spirit has been created that is state wide, uniting our people and placing Oregon in her rightful place in the trade and commerce of the Pacific.

A Bit of the Ocean Blue

Getting Ready for Eastern and Foreign Markets

By ALBERT REBEL

IT IS a far cry from the "Pubs" of Old England to the bounteous orchards of the Valley of the Rogue, nor could many of the Valley's "old timers" have become seriously diverted from their habitual pursuits by the announcement in the early part of this century that a Royal Commission had been appointed to investigate the famous beer poisoning cases of that time. When, a few years ago, the press carried the

Construction of Original Washing Machine

brief announcement that the august Minister of Health, the right honorable Sir George Buchanan, of Great Britain, had arrived in Washington, little concern was felt by the local southern Oregon fruit growers. When a representative of the Bureau of Agricultural Economics stopped in Medford in the spring of 1926 and warned the growers that all fruit should be carefully wiped to remove excessive spray residue, this announcement was more considered as an advice than as a direct order.

However, other letters from the Bureau came in, and it was explained that in case the excessive spray residue was not removed, serious difficulties would be encountered with eastern markets and especially with the European market.

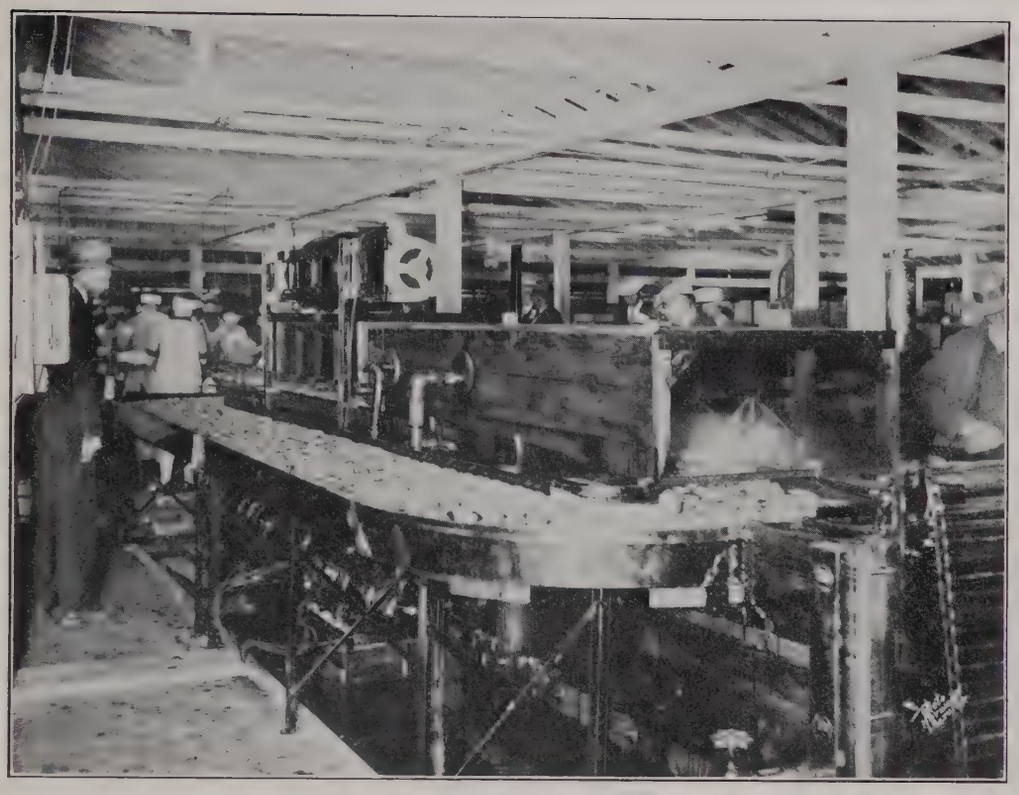
The Fruit Growers' League, whose membership includes the progressive growers of the Medford district, launched an inquiry as to what constituted "excessive spray residue!" Letters and telegrams shuttled hurriedly across the continent. Soon followed the realization of the existence of a problem of chemistry involving quantitative analysis of the suddenly internationally important "spray residue." The Board of Directors of the League met and pondered and like all other proper bodies appointed a "Spray Residue" committee. Fortunately the Chairman, Mr. A. S. V. Carpenter, took these matters most seriously and industriously started investigations. Sharing the enthusiastic respect of leading orchardists for the high standard of efficiency reached by the experiment station work of Oregon Agricultural College, Mr. Carpenter requested Director J. T. Jardine to come to Medford. As a result of this conference the work of meeting the problem was excellently programed. A laboratory was immediately established by the Fruit Growers' League where samples were analyzed from day to day. It soon became evident that mere wiping of the fruit, regardless of the effort or care expended was not conducive to uniformly satisfactory results. This introduced an entirely new phase of the problem of compliance with the federal edict.

California was already in the midst of packing. That state had been mobilized and industrious inspectors were scurrying from point to point along the levee of the Sacramento river. Letters and telegrams filtered through to Medford, indicating the difficulties involved. Manufacturers were hurriedly designing wiping machines. Sheepskin, velvet, cheescloth, and every other known fabric were hurriedly pressed into service. The most meticulous hand wiping was practiced. Chemical tests of residues would not comply with the requirements indicated in the voluminous findings of the Royal Commission.

The full cooperation of the Bureau of Chemistry was petitioned. Mr. Harvey, from the Seattle office, arrived in Medford shortly after the seasonal packing operations had swung into line. Packing house operators were told that it was impossible to be too scrupulous in the wiping of this fruit.

Under the stress of these hectic days, the packers held frequent meetings and formed what later became known as the Rogue River Valley Traffic Association. Hours were spent day and night in discussion of the dilemma. The crop was ripe. Growers were stampeding already over-taxed plants with demands to receive still more tonnage. Curtailed production made it highly questionable whether the crop could ever move in bulk. Finally Mr. Harvey expressed himself as pleased. A general feeling of hope sprang up. The more optimistic operators felt that the storm was breaking. But the Spray Residue Committee of the League had become thoroughly aware that no amount of wiping would sufficiently clean certain of the winter varieties of pears constituting the Valley's choicest fruit.

Dr. Arthur R. Maas in His Chemical Laboratory at Medford



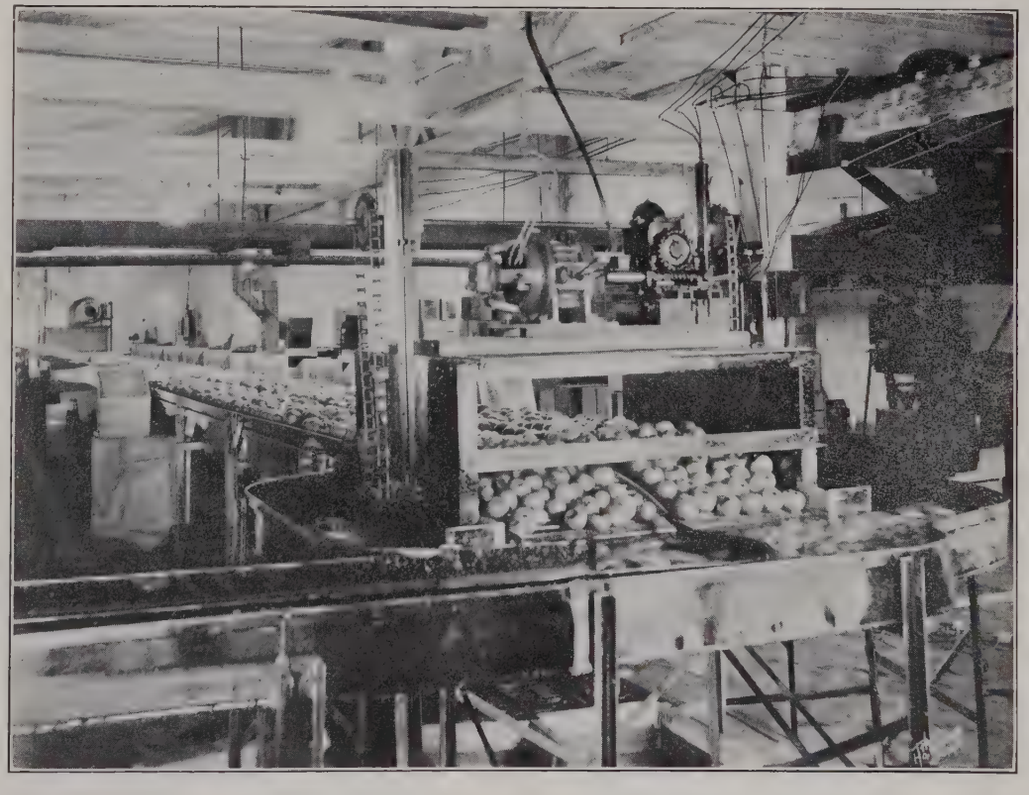
A View of the Pumps, Sprays, Motors and Blowers.

At this period, Dr. Vincent, Chief of Western Division of the Bureau of Chemistry, arrived in Medford. His first step was to call all packers and shippers into conference. The necessity of strict compliance with the full letter of the Bureau's ruling was again emphasized. He stated that even though the fruit might be visibly clean, it would still be subjected to painstaking analysis in the remorseless test tubes of the chemist. Cars of highly perishable commodities would be held on track pending completion of this laborious test.

The Traffic Association and the Fruit Growers' League called upon the merchants and business men of the valley for assistance and as a result the Rogue River Valley Emergency Committee was organized under the able leadership of Mr. Paul B. McKee, the then General Manager of the California-Oregon Power Company. A financial campaign was launched. Within twenty-four hours $10,000.00 was raised to cope with the situation. Continuous sessions were the order of the day and no stone was left unturned. The Committee was swamped with worries. Cars of fruit which had passed the rigorous inspection of Bureau officials at Medford were again subjected to official scrutiny upon arrival in the central markets of the East. Officials ordered this fruit reconditioned in the tremendously congested terminals such as New York City. Receivers attempted to comply. Money was spent freely in an attempt to satisfy these sudden demands, but fruit which had been manually wiped with every human care at Medford could not be noticeably bettered with the unskilled labor of New York.

A committee under the Chairmanship of Director J. T. Jardine left to confer with the highest officials of the Department of Agriculture.

Dr. George Schumacher, chemist in charge of the local laboratory, was hurriedly following the instructions of the committee chairman and the Oregon Agricultural College to investigate chemical solvents. Coincidentally the Rogue River Co., cooperating with the Southern Oregon Sales, Inc., had brought in two industrial chemists from California. Laboratories had been established along the same lines as employed by the Fruit Growers' League. One of the first valuable contributions made by these chemists was a short process for determining the percentage of materials present ruled against by the Bureau. This process required somewhat less than half an hour, whereas the former method in vogue with the Bureau required eight hours of more. This technique was perfected by Dr. Arthur R. Maas, in charge of this laboratory work. The Oregon Agricultural



The Fruitcleaning Machine Developed at Medford

College announced that from a list of many solvents investigated, they found hydro-chloric acid apparently acceptable. Work with solvents for the removal of spray residue was undertaken by the Oregon Agricultural College in April of 1926.

What later became known as "bathtub" tanks were then designed. These consisted of long shallow flume-like tanks through which the fruit was passed by means of nets suspended from wooden frames. The procedure consisted first of the submergence of the fruit in acid, followed by neutralization with soda and lastly by washing in clear water. This process, while chemically efficient, meant the installation of entirely new equipment under serious operating conditions and did not promise sufficient capacity.

The laboratory at the plant of the Southern Oregon Sales, Inc., had also developed a solvent material. Immediately this organization started upon the construction of a machine for chemically processing fruit. As construction went forward day and night the device took form. Gravity conveyors introduced six parallel streams of lug boxes filled with fruit into a huge tank some twenty feet wide, forty feet long and two feet deep. The total immersion period was ten minutes. The boxes then elevated upon a slowly moving conveyor and passed by gravity through titrating and washing sprays. In twenty-four hours upwards of twenty carloads could be moved through this machine!

Director Jardine's committee reached the Department of Agriculture and his committee accomplished notable results. Fruit began to move. Districts to the north were able to follow Medford's lead. Director Jardine's wisdom and industry resulted in the salvation of the fruit industry of the Pacific Northwest.

The season moved on to a close.

Out of the throes of this experience, the Valley started building for the future.

Under the splendid leadership of Mr. H. Van Hoevenberg, Jr., the Fruit Growers' League again plunged into intensive work to the end that the economic losses resulting from the uncertainties of the season of 1926 might be permanently eliminated.

While many districts on the coast desired to avoid any direct settlement of the problem, the League, in cooperation with the Department of Agriculture of the State of California, urged Dr. Campbell, personal representative of the Secretary of the United States Department of Agriculture, to call a conference with the industry. In February of this year this meeting took place at Salt Lake City. Here a frank and conclusive decision was reached which left nothing for surmise. As a result the industry faces the future fully cognizant of all aspects of the situation as well as the requirements which the industry will be called upon to meet. It is noteworthy that this group-meeting probably constituted the first coast wide gathering of the leading figures in the fruit industry. The aggressive spirit of the Fruit Growers' League had made this largely possible. Who can foretell what influence for closer cooperation of the industry may have been there engendered?

The Oregon Agricultural College has continued, with characteristic zeal, work started by them in April of last year Again, under the sponsorship of Director J. T. Jardine, Professors Hartman, Robinson and Zeller, with many others, performed painstaking experiments, the results of which have been bulletinized.

Among machines devised to handle this general problem two have actually been developed at Medford. One of these, which is designed to give full opportunity for the employment of disinfecting solutions was recently demonstrated at Medford, and the writer had the privilege to attend this demonstration, where over a hundred interested packing house owners and superintendents viewed the work.

This combination washing, sorting and packing machine was invented by the Southern Oregon Sales, Inc., and the Bean Spray Pump Co. Firstly, the fruit is sorted directly into running streams which prevents all stem punctures or other injury due to rough handling. Secondly, the stream is so designed that an antiseptic solution, either formaldehyde or some other equally efficient agent, can be used without any additional equipment or change. Thirdly, the method of elevating the fruit from the antiseptic bath and passing it through the chamber in which it is treated with the acid for the removal of the spray residue. Fourthly, the drying process, which is extremely sufficiently done by air at a very high velocity. Fifthly, the moving packing belt which insures a sufficiency of fruit for every packer on the machine at all times and sixthly, the huge capacity which has been attained at a minimum of floor space.

In more detail the machine can be visualized as a capital "U", one shank of which is the sorting end, consisting of two flowing streams into which the two grades of fruit are sorted directly from the lug boxes. The other shank of which is the acid treating, drying and packing portion. The all-over length of this machine, which is designed for a capacity of about three thousand boxes a day, is about eighty feet and its width is twenty-five feet. The actual floor space which is used is much less than this because both packers and sorters work between the two shanks of the "U". The three principles which have been followed in designing and building the machine are, first, its ability to reduce the spray residue, irrespective of the amount of this residue, to the world tolerance of .01 per pound of fruit. The second has been to so design the water conveyor that there shall be no rough handling or bruising of even the most delicate fruits and that a sufficient time shall be given for an adequate antiseptic wash to eliminate the ever increasing menace due to the rots, the molds, and the cankers. The third principle is one of economical operation and this has been obtained through the tremendous volume of fruit which can be packed from the moving belt during the ten-hour run. The machine which was demonstrated at Medford is the largest unit that will be built this year and is built exclusively for packing house use. A machine of half the capacity and also one of a quarter of the capacity embodying all the features of the big machine will also be available. Washers and dryers, or washers alone in smaller units both for individual ranchers and small packing houses where the antiseptic feature is not wanted are also on the market.

Comments on the machine by visitors were unanimous in declaring that it was revolutionary and that a large percentage of its features were not to be improved upon. The feeling seemed to exist among the Washington growers that packing from the moving belt was somewhat a return to the former methods of expecting the individual packer to size the fruit. The California delegations did not have the same fear of this feature. In commenting upon this method of packing fruit, Paul A. Scherer, General Man- (*Continued on page 35*)

Diamond Peak From Gold Lake

The Voice From the Mountain

By L. L. RAY

I AM the Spirit of the Cascade Mountains. It was I who lifted up their summits and caused rushing rivers to flow down their slopes. It was I who carved out the basins for their lakes. It was I who covered them with their great green carpet. I am the Spirit which pervades their silent places. Hear me.

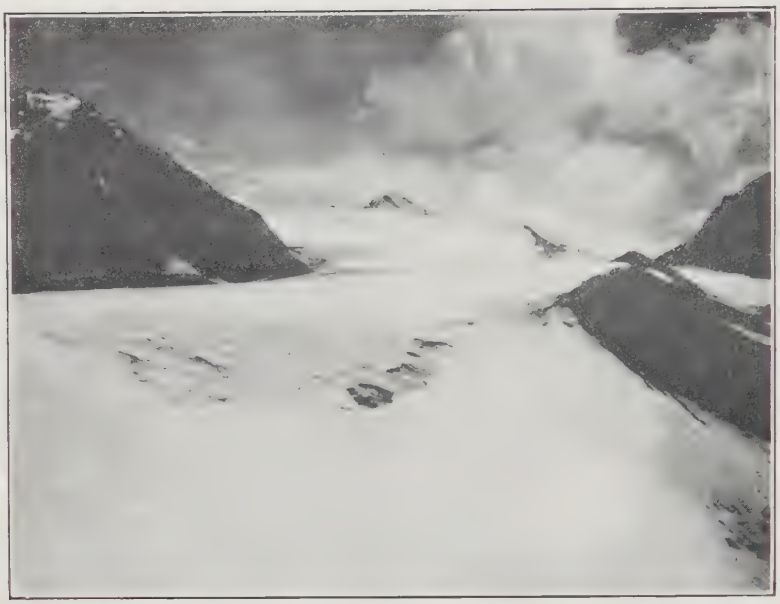
Long, long ages have I been in preparing for the time when I should minister unto the spirits of men. Gladly have I anticipated your approach to that period of your civilization in which you would have need of me and would come unto me. At times I have sent the breath of my forests down into the cities where you dwell, to whisper to you the call of the great out of doors. You have listened but not understood for you were not able to correctly interpret the messages I sent you. And now you *come and say unto me*:

"Restore us. We can not find the peace we seek within the confines of our cities. We consume our energies in building and maintaining our industrialized and commercialized institutions We have sought to retain our vitality by commercializing our amusements and entertainments and by purchasing printed matter as food for thought. But in our struggles we have exhausted the fine idealisms of our youth, we have lost our religious faith, we have come to wonder what life is for, and what it is all about—we have come to doubt that it has any high purpose."

A Glacial Stream on Oregon Skyline Trail

Happy am I to receive you into my country; happy am I to be able to give you the peace you seek. But tell me why you have come so far? Did you not invent the motor vehicle? Did you not adopt it as a pleasure car so that you might go out into the open country; and have you not builded roads and highways into all kinds of beautiful places? And you reply:

"It is true that our engineers have builded us roads; they have builded them straight and smooth, that we might shorten the distance from place to place and travel quickly at high rates of speed. In so doing they have destroyed our beautiful country roads, lanes and mountain places, or left them to one side of the main traveled highway; and when spring comes and we take our families out in search of the old familiar places we fail to find them. We find the trail which led to the river and the road to the woodlot blocked by a fence



"... *Where Glacial Remnants of the Ice Age Still Cling to Southern Slopes*"

and a 'No Trespass' sign. We travel on traffic laden highways at great speed but we fail to feel the old charm of the country through which we pass. Then we plan long vacations, we travel great distances; we camp at night in auto camps which are equipped with cabins, electric lights, shower baths and all the conveniences of modern life. We travel famous highways; we visit parks and resorts; we do all of the famed vacation land, and then we return home—exhausted."

"I Shall Lead You Up on High Mountains"

And to this I say: Diligently have you worked to provide yourselves with the material means of purchasing happiness. In so doing you have permitted the materialistic forces which surround you to gain complete control of you and in the environment in which you live there is no avenue of escape from them. You live in the noises of your cities beneath the smoke of your factories by day, and amid the glare of your lights by night. No longer do you pause to look into the depths of a clear blue sky, at the crescent of the quarter moon or into the star dust of the milky way. The glory, the majesty and the inspiration of the lights which travel in the sky have become lost to you. The silence of the great open spaces has been crowded from your lives.

Sometimes in your more peaceful moments you have paused to hope that you might prosper sufficiently and that life would last long enough so that you might in your old age have time to learn something of the realities of life and to judge and repair, if possible, the cloth which necessity has forced you to weave on the loom of life. But hear me: You are like men standing at the base of a great mountain and asking each other the shape of the mountain. You are standing so close to life that you can not see its form. You have not viewed it from afar. If you will do this now, instead of at the end of life, you may return to your loom with the inspiration to weave a more perfect design.

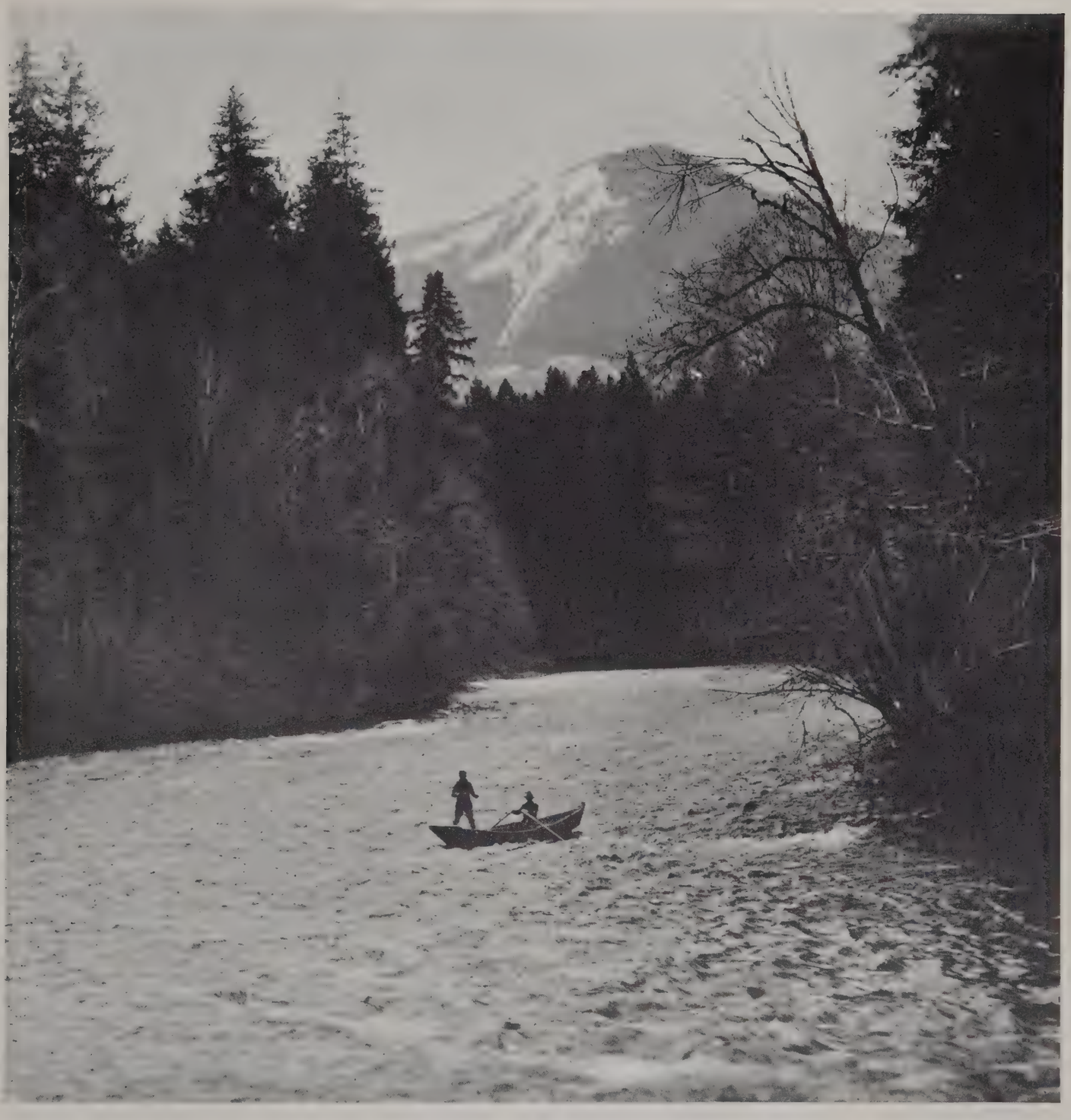
On the trails and byways which pass through my great green home I have prepared for you innumerable places from which to view life from afar, and if you come, there I shall be with you and I shall show you the way.

I shall show you where to camp at night on the banks of singing rivers. I shall teach you to make a bed of boughs and to lie down and watch the rising moon from behind the branches of tall trees. I shall awake you in the morning with an orchestra of insect and bird life and you will watch the stars fade from the sky and see the first rays of the morning sun paint rose colored figures in their places and tint the eternal snow on mountain tops with gold.

I shall lead you up on high mountains, where beneath a clear blue sky you may bask in the sun and watch the motionless flight of great birds over the valleys beneath you.

I shall show you the track of a deer and you will trace him to his feeding grounds. I shall show you

"... *And you will trace him to his feeding ground*"



"...Where the Speckled Beauties Lie"

the pool below the swift waters where the speckled beauties lie and you will see them as they jump for the moths which fly too near the water, and you will search for a fly to match their color.

I shall show you the chipmonk with her litter of young, the wild duck on lonely mountain lakes at nesting time, and the grouse with her flock at the huckleberry patch.

I shall lead you through the deep silence of the forest, across the shadows of great trees and over carpets of soft mosses to where you may drink from cold mountain springs and inhale the fragrance of the forest.

I shall show you strange shrubs and flowers. I shall show you how flora and fauna differ in various altitudes and how each is able to adapt its life to the conditions under which it lives.

I shall lead you to ancient volcanic cones, across great beds of lava and fields of cinders—and you shall vision the earth as it was in its making and the greatness of the unseen forces which have prepared it for your use.

I shall take you up onto great mountains where glacial remnants of the ice age are still clinging to southern slopes and withstand the rays of the summer sun. From there I shall show you my country. And as far as your eye can see you will see row on row of mountains rising like the waves of the sea, all covered with a great green forest of trees with spires that point upward.

I shall lead you over trails that follow the courses of dancing creeks and along the shore lines of purple lakes. I shall speak to you from the sounds of their waters. And when you have walked with me and talked with me you will

"I Shall Speak to You From the Sound of Their Waters"

sit down in the solitude of the forest and while lofty peaks stand guard and your flickering camp fire dies you will judge the life you live. You will lift up your eyes to the mountain tops and to the starlit sky beyond, and you shall hear the great rhythmic beat of the forces which control the universe and the little world upon which you live. And then you shall understand that only by adjusting the life you live down there in the city so that it will be in tune with the sounds you have heard up here in the forest, you will be able to find the way to the realities of life, and to the peace you have sought to buy. And then, also, you will come to know that the great forces of nature have not been brought into existence for naught, and that though the destiny of the individual and of the race may still be beyond the comprehension of man, yet whatever its goal, it will be well worth achieving.

When you have come to this understanding you will return to your work with new courage. You will resolve to seek to develop the latent powers which lie within you. You will cease to hold your great materialistic forces as ends in themselves and will begin to use them as a means of deepening and developing the more spiritual values of life.

This understanding I have to give unto you; for I am the Spirit of the Cascades; and I speak to show you the way to the peace you seek.

"You Will Lift Up Your Eyes to the Mountain Tops"

The Intriguing Beach of Bandon.

Bandon-By-the-Sea

By ERMA CRAINE BOYLE

ONE OF the natural beauty spots of the Pacific coast just coming into its own is Bandon Beach, a five-mile stretch of scenic grandeur unsurpassed. Strewn with rocks of infinite variety, from the majestic Sphinx to the grotesque Old Man of the Sea, that stand inscrutable and unchanging, as the foaming breakers wage truceless battle against them, it presents a kaleidoscopic panorama of entrancing beauty that strikes a responsive chord in the heart of the beholder. Since man began his march through the centuries, these crags have held the waves at bay, and to sense this immutable quality is to know the meaning of the call of the sea. In typifying the eternal, it affords panacea in a world of transition. To walk on a wind-swept beach in the cool of the dawn, or the gold of a sunset, and let the keen salt breeze clear away the cobwebs of the soul, is to know the true zest of living.

Entrance to Bandon Harbor

Bandon-by-the-Sea is located in a triangle at the mouth of the Coquille river in Coos county, Oregon, and on the bluff overlooking the Pacific, the beach being but a stone's throw from the town. In the background are hills as richly green as those of the Emerald Isle city for which Bandon, Oregon, was named by its founder, Lord George Bennett, some 54 years ago, The bluff is dotted with many kinds of wild flowers the year around, and in the spring is a gorgeous riot of color, the dark green of the pines splashed for miles with the vivid yellow of the Irish furze. The combined view from the hills to the sea delights the eye with a never-to-be-forgotten picture.

With the opening of the Roosevelt Highway, the appeal of Bandon's beautiful beach is widening, and its romantic traditions are becoming more generally known. Shut off from the outside world for years, it still attracted a large number of visitors who felt that the inconvenience of getting to Bandon was a small price to pay for the privilege of enjoying the beach. Many came annually from valley points when it required nearly two and one-half days of arduous travel, instead of two and one-half hours of easy driving over graveled highway, to reach Bandon from Roseburg.

Local people possessing a keen appreciation of the beauty and grandeur of the view, began some years ago, to erect cottages along the rocky hillside above the reach of the waves. They found that these little cabins were in demand among the folks who really wanted

Industry a Stone's Throw From Recreation.

to get a taste of outdoor life. What began as an expression of personal preference has become an established custom, and the beach colony on the bluff has developed to meet the growing requirements of tourist travel.

Several different managements now have cottages designed particularly for the tourist travel that flocks to the seashore about the time the thermometer is hugging the hundred mark in the valley, or anywhere back of the coast range, while the temperature is around sixty degrees here. Dust, flies, and mosquitoes are unknown, and for those who enjoy a bracing dip in the ocean there is a gently sloping beach that will give the exact depth desired.

Among the wide stretches of sandy beach the tides and storms have heaped many logs, salt-water soaked and ready to burn with that flickering blue flame that inspired Longfellow's poem on the Driftwood Fire: "Oft died the words upon our lips as suddenly from out the fire, built from the wreck of stranded ships, the flames would leap and then expire." Innumerable beach parties build fires among these timbers enjoying the pictures thus evoked.

Aside from its unparalleled scenery, the beach offers the usual seaside attractions with a large dancing pavilion, the Silver Spray Gardens, a heated salt water natatorium, the Wecoma Baths, and the newly opened Queen Anne tea room. The latter was remodeled from Queen Anne cottage, an historic landmark that has stood on the bluff for more than a quarter of a century, mysterious and aloof, its origin enshrouded in the silence of the passing years. Tradition has it that the builder was disappointed by his sweetheart, and in his despair ended his life by leaping from the cliff nearby. His spirit that, according to story, sought surcease from sorrow within those once familiar walls, must now give way to the spirit of pleasure exemplified in the vacationist.

The stretch of Roosevelt Highway through Coos and Curry counties reveals to the traveler a scenic wonderland, as it skirts the rockbound coast, affording a marvelous marine view

Adequate Shipping Facilities of Moore Mills and Lumber Co.

From the Editor

(Continued from page 4)

made Oceanside his home and built a cottage city, in our opinion the best anywhere between the Mexican and Canadian border. Any large city could be proud of it.

Between Tillamook and Newport the Roosevelt Highway is not yet completed, but within the next two years we may expect a continuous highway between Astoria and the California line, a highway which can not be found in any other place of the United States. A masterpiece of modern road building, a marvel of scenery, an asset to Oregon and the entire Pacific Coast.

Oregonians, go and see it. See Oregon first and then visit other states. Wouldn't you be ashamed of yourself if you couldn't tell your neighbor about the furniture in your own home? That condition simply doesn't exist, you know every piece and every picture. So why shouldn't you know all about your own home state before you visit your neighbor's state?

What we need here in Oregon are men with open minds able to see and enjoy the country. And for these men there is an unlimited future in our state. But we must have loyalty. Over our desk hangs a little card with a definition of loyalty. It says: "If you work for a man, work for him. Speak well of him. Think well of him. Stand by the company he represents. If you must condemn, quit your job and damn him as far as you like." It is the same with your country. If you like Oregon, speak well of it; if you do not like it get out and stay out. But if you stay and like it here, study your state; know your state and know what to say about your state.

on one hand, and a glimpse of virgin forest on the other. Deer and wild game can ocacsionally be seen, and in the mountain streams lurk the speckled beauties that have given to the counties the title of sportsman's paradise. The beauty of the natural scenery, and the mild climate are the chief attractions in making the Roosevelt Highway an increasingly popular routue for travel in summer and winter—never hot and never cold—and Bandon, with its picturesque beach and favorable location on the highway, is destined to become not only Oregon's playground, but the playground of the tourist from everywhere.

SPHINX ROCK, BANDON BEACH

THE AUGUST ISSUE

Will offer our Readers a great number of most interesting articles.

CHARLES E. NEWTON, Dean of the Oregon School of Mines, will tell us about the mining situation in Oregon. Dean Newton is a firm believer in the future of mining in Oregon, but a sane and conservative appraiser of mining projects as they are commonly presented to the public.

JOHN M. SCOTT, Assistant Passenger Traffic Manager of the Southern Pacific Company, in charge of the Oregon office at Portland, will contribute a profusely illustrated article, *"CASCADE LINE, A WILD AND BEAUTIFUL NEW REGION FOR THE TRAVELER AND SPORTSMAN."*

JEAN LEAVITT TURNER, Again will delight our readers with her excellent illustrations for our short story, *"A LESSON IN LOVE"* by MARY ELIZABETH BOUCK.

"KLAMATH—AN EMPIRE AWAKENING," by R. C. GROESBECK, Director of the Oregon State Chamber of Commerce, and National Counsellor to the United States Chamber of Commerce, will tell us about the wonderful possibilities of this country in Southwestern Oregon.

HERBERT CUTHBERT, Manager Publicity Department, Portland Chamber of Commerce, has written his contribution *"LOOKING BACKWARD AND FORWARD"*, a splendid article on Portland, past, present and future.

A great number of other articles will make the August number one of the most interesting so far published.

OREGON

"The State Magazine"

A Magazine Illustrating Commercial, Industrial, Agricultural and Scenic Oregon.
Published Monthly at Eugene, Oregon.
ALBERT REBEL, Managing Editor.
Associate Editors: A. E. Adams; C. T. Baker; E. Eugene Chadwick; J. R. Harvey; Leo R. Merrick; C. J. Read; Edwin T. Reed; Lynn P. Sabin; Dr. A. W. Simmons.

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HIGHLIGHTS ON OREGON

COOS COUNTY

DEVELOPMENT COMPANY INCREASES HOLDINGS

An announcement of the plans of the Empire Development Company will be made around July 1, according to report. The company recently purchased another block of timber land and water front which brought the holdings of the company, according to previous announcements, to 2600 acres, and a water frontage of 39,000 feet, which is not far from a shore line of 7½ miles.

The company has its clearing work under way just this side of the town of Empire, has sold 10,000,000 feet of white cedar timber and has secured water rights, some of which is included in the two Empire lakes. W. G. Robertson is manager of the company.

WEEK-END PICNIC PLANNED FOR FOURTH

Although Bandon is to have no regulation Fourth of July celebration, plans were outlined recently to observe the double holiday with a week-end picnic. An invitation wil be extented to county and other towns to come to Bandon and enjoy the beach, plunge, park and other attractions. G. R. McNair, Ed Capps, and J. C. Page were appointed as a committee for the occasion. Manager Topping has announced that there will be at least four big dances at Silver Spray Gardens between the second and Fourth of July, inclusive. There are also prospects of a good baseball game.

The matter of a golf course for Bandon has been given further consideration. Although no definite decision was reached, plans are maturing for the achievement of this desired attraction.

HYDRO SALE ELECTION UP

The city council of Bandon passed a resolution authorizing the submission of the proposed charter amendment to the legal voters of the city, and also passed ordinance No. 617 calling a special election to vote on the sale of the hydro-electric system by the city to Hattrem and Peterson of Portland and Tacoma, respectively, for the sum of $120,000. The date of the election was fixed for Monday, August 15.

Pamphlets will be prepared and circulated, giving in detail the measure to be voted upon at that time, and also giving the proponents of the measure an opportunity to submit their arguments in favor of the transaction; the opponents will have the same privilege. The proponents must file their arguments with the city recorder 30 days prior to the date of the election, and the opponents may file negative arguments within 20 days of the election date. The pamphlets will be prepared in time to be distributed to the voters 10 days before the election.

PLANT HAS BEEN ENLARGED

The Bandon Cold Storage Company under the management of C. H. Divelbiss is under way again for the season, —this plant during the year 1926, handled in the neighborhood of 600 tons of fish, chiefly Silversides

This year the fish will be mild cured for the Burke Fish Packing Company, of Portland, under the direction of Mr. Tom Johnson, their representative.

The plant has been enlarged to take care of in excess of 1000 tons this year.

WELCOME TEACHERS!

The entire community is making preparations for the reception of the teachers who will be here during the three days of the summer session of the University of Oregon, July 2, 3, and 4. They expect to bring upward of 200 teachers here from the east and middlewest, to enjoy the beach.

CROOK COUNTY

NUMEROUS SPRINGS

Oregon has numerous huge springs that issue from volcanic rock. One of the largest and best known is Opal Spring, which is situated in the canyon of Crooked river. The combined flow of the springs along Crooked river, as well as that of the springs along Metolius river, would be sufficient to supply New York City.

CURRY COUNTY

SHOW RICH SAMPLES OF GOLD

Earl F. Randall and R. D. Baldridge, of Seattle, who are interested in several mining claims along the Rogue river above Agness, were in Gold Beach on Tuesday and showed several rich samples of gold bearing rock which they had taken from their property. They claim to have a gold bearing reef of practically the identical rock found in the rich South African Rand territory and their assays run as high as $2,000 to the ton, the lowest being about $250, and the ore carries both gold and platinum.

Both men are highly elated over the showing of their properties here and went back to Seattle to arrange for the bringing in of machinery with which to work the ore. They are to use the new electrolytic process which they claim is the most economical in operation and which saves greater values in the treatment of ores of that nature.

PISTOL RIVER BRIDGE ON ROOSEVELT HIGHWAY PROGRESSING

The Montag Construction Company, which has the contract for the Pistol river bridge, is pushing the work rapidly and now has most of the piling driven and the concrete poured in some of the piers. The last piling in the river itself is completed and they are more than half way across the river with the false work.

According to reports the highway will be open for travel by the middle of July though it will not be graveled all the way until sometime in August. The Hillstrom Brothers are constructing a temporary bridge across Pistol river

HOTEL GILMORE
OVERLOOKING OCEAN
Furnace Heated Rooms, Hot and Cold Water.
P. G. Gilmore, Prop. NYE BEACH, NEWPORT, ORE. Phone 4005

which will probably be used as a detour while the main bridge over the river is being completed.

DOUGLAS COUNTY

HULL OF STEAMSHIP FORMS BASE OF DOCK

Motorists who drive over the wharf at Scottsburg do not realize that they pass over a hidden relic of the past. For at the base of the wharf and at times discernible is the steel hull of the old Steamer Washington, the first steam vessel to be brought to the Umpqua river.

The vessel was filled with rock after her days of usefulness were over and sunk to the bottom of the river in order to furnish a foundation for the wharf. It keeps it from coming to the surface in times of high water.

The bow and stern of the iron hull are discernible.

An interesting history is back of that hull, for the vessel was brought around Cape Horn. It was one of three vessels which had been inserted into each other one smaller than the other, lashed to the deck of a large ocean going ship and brought to the Oregon country. One was taken to the Columbia river and one to the Umpqua river, while the smallest of the three saw service elsewhere.

The Steamship Washington was brought here by the late O. B. Hinsdale, veteran resident of the Umpqua. His son, G. Spencer Hinsdale has a scrap book telling of the stories given the unusual vessel.

JACKSON COUNTY

MOVIE STUDIO IN MEDFORD

Construction work has started on the first unit of the Rogue river studios, which will be Southern Oregon's first plant for the moving picture industry. The studio is being constructed on the Crater Lake Highway, about a mile north of Medford; it is expected that the first unit will be completed and actual production work will start about September 1st.

OUTLOOK FOR FRUIT CROP EXCELLENT

The present outlook for the fruit crop in the Rogue river valley is nearly up to normal conditions. It is estimated that from 1750 to 1900 car loads of pears will be shipped from Medford during the coming season. With a shortage of pears in most of the northwestern pear producing districts, prices for this year should be high.

CITY HALL BONDS SOLD

Medford's new city hall, which will also house the Jackson county administration for the next five years, will be under construction in the very near future. The bond issue for the construction of the new building has been sold, and it is hoped that the structure will be completed by October 1st. After the first of July, and until the permanent building is completed, the county officers will be housed in the Medford Armory.

EXCURSIONS TO CRATER LAKE BY AIRPLANES

The roads from Medford to Diamond Lake were opened on June 19. The road to Crater Lake wil be opened by July 1—the official date for the opening of Crater Lake National Park.

The Pacific Air Transport Company

Agate Beach Inn

3 Miles from Newport on the Roosevelt Highway.

Unsurpassed View of 30 Miles of Coastline.

Noted for the Excellence of Our Cuisine.

Strictly First Class.

For Reservations Write

KATHERINE GEORGE.
Proprietor.

Warren Hotel

Auto Camp in Connection.

A Log Cabin Hotel situated on the Bank of the Ocean.
10 Miles South of Seaside on the famous Roosevelt Highway.

Unsurpassed View of Cannon Beach, Haystack Rock, and Silverpoint Rock.

Sea Food a Specialty.

For Reservations, Write,
M. S. Warren, P. O. Cannon Beach, Oregon.

DEER PARK INN

On the Pacific Highway.
33 Miles South of Roseburg.

The best home-cooked Chicken and Turkey Dinners, Country Ham, lovely quiet, clean rooms and good beds makes this an ideal stopping place for the public. Good fishing, hunting near.

MRS. M. I. BYMAN,
Proprietor.

Neah-Kah-Nie Tavern

"Where Neah-Kah-Nie Mountain meets the Ocean."

Strictly First Class. **Rooms with Private Bath.**

All Rooms with Hot and Cold Running Water

Hiking, Surf Bathing,
Fresh Water Fishing

For Reservations, Phone or Write,
Mrs. S. J. Reed, Nehalem, Oregon.

Wolf Creek Tavern
Wolf Creek, Oregon

Appreciated Its 70th Year on the Pacific Highway.

ROOMS
WITH PRIVATE BATH

A Dining Room of Distinction.

JNO. LATHROP DOUGALL, MGR.

will operate excursion airplanes from Medford to Crater Lake during the summer season. Planes will leave from the Medford Airport and make the trip to Crater Lake and return in about two hours. Those desiring to make this trip should communicate with the Medford Chamber of Commerce.

SUBSTANTIAL TOURIST INCREASE

Up to June fifteen, over 500 more out-of-state cars had been registered at the Medford office than at the same time last year—thus showing a substantial increase in tourist travel into Oregon.

EXPENDITURE OF FIVE MILLION DOLLARS FOR CALIFORNIA-OREGON POWER CO.'S DEVELOPMENT WORK

California - Oregon Power Company development work in southern Oregon, under construction or ordered will entail an expenditure of $5,000,000. This does not include a proposed further development that will mean an additional expenditure of at least another million. The projects included are:

Construction of another unit at Copco No. 2 on Rogue river near Prospect announced recently by the H. M. Byllesby company of Chicago.

Linking and completion of the transmission lines from Springfield, Oregon, to Cottonwood, California, a stretch of 320 miles, which includes the erection of a transmission line from this city to Prospect, and from this city to the Copco plant on the Klamath river, in northern California, will bring the cost of the proposed work close to $5,000,000.

BENTON-LANE PARK

Two-room Cabins with Breakfast Nooks, Electrically Equipped Kitchenettes, 50 Acres Shady Camping, Children's Playground.

Moderate Rates.

West Side Pacific Highway,

Five Miles North of Junction City.

Prospect Hotel

HALF WAY POINT
MEDFORD TO
CRATER LAKE
On the Upper Waters
of the Rogue.

A nice cool place to spend your vacation up in the mountains along beautiful streams of pure, cold water.

FISHING and
HUNTING.
EXCELLENT
MEALS

JAMES E. GRIEVE,
Proprietor.
Prospect, Oregon.

MARION COUNTY

FIRST PIECE OF LINEN FROM U. S. FLAX MADE IN SALEM

The first piece of linen to be manufactured in the United States on a commercial scale from flax grown in this country, came from the finishing vats of the Oregon Linen Mills, Inc., at Salem, ten thousand yards of the goods going through the vats.

The product has been completed through two final minor processes and is on sale now. R. O. Snelling, manager of the plant, states that orders for Oregon manufactured linen have piled up to the capacity of the plant for some little time, orders coming from all parts of the United States.

The first linen out has been placed on sale in local stores and then outside orders will be filled as fast as the plant can manufacture the product.

YAMHILL COUNTY

SINK HOLE AT COVE ORCHARD BAFFLES ALL

The sink hole on the Southern Pacific line north of Cove Orchard, has manifested its presence for years and years. As far back as 1870, Mr. Laughlin, who owned land in that locality, fenced off the portion around the sink hole 30 feet wide by 400 feet long, to prevent his cattle from miring in the black mud, and the story is told he warned early S. P. engineers not to build their tracks over that stretch.

A 90-foot pole used in sounding the spot, did not touch bottom, and nothing but soft black mud was encountered.

In February, 1904, when the morning train came the track had disappeared and 150 feet of track had sunk 15 feet below the grade. Logs were piled 10 feet high upon the mire, and carloads of rock dumped in the yawning opening. New tracks were laid and traffic resumed.

Fishing

Boating

Swimming

FLORES LAKE HOTEL

Cabins and Camp Grounds.

The Most Western Fresh Water Lake in the U. S. A.
Excellent Dining Service — Chicken Dinners

One Mile and a half from the Pacific Ocean.
For Information, write John R. Smith, Prop.,
P. O. Langlois, Oregon.

Enjoy Your Vacation At

Lake Lytle Hotel

"Twixt Lake and Ocean"
On the Southern Pacific Lines.

Unobstructed View of Ocean, Mountains and Lake from every room in the house
All Rooms hot and cold running water. Private Baths and Showers.

Excellent Dining Room Service

For Reservation and Information, write Mrs. George Watt, P. O. Rockaway, Oregon.

Pictures of Scenic Oregon

Announcing another beautifully handcolored and framed picture from The Art Shop. It is "Crater Lake"—size 10x30 inches! For illustrated folder and list of other subjects address your request to Merrill Peoples.

The Art Shop
Manhattan Beach, - Oregon.

Getting Ready for Eastern and Foreign Markets

(*Continued from page 24*) ager of the Southern Oregon Sales, told the results which had already been obtained. "As I see the problem of packing, the two most important features are economy of operation and a grade of the package which is produced. In order to get the economy, which it seems to me is vitally necessary if the fruit business is to continue, your packers must be given the maximum amount of fruit at all times at a minimum cost of handling. This is not only the handling from the boxes to the sorting bins, but also the incidental labor which goes to move the fruit from one part of the packing house to the cold storage room. We have tried various types of sizing and we have always found difficulty in keeping the right amount of fruit before all the packers. From bin packing we have found very excessive costs in achieving the results which we have gotten. In our first try-out on this machine we placed some twenty-four packers along the belt and with no other instructions but that they should make 1 first class pack, we set them to work. We found the sizing to be slightly better by the new method than we had ever obtained over a sizing machine and we found that the packers in spite of the fact that they had never before seen a like layout, to average about a hundred boxes per ten hour day. No one is safe in predicting what will be done in the fruit business in the future, but from our experience with the spray residue problem, we can safely say that the Southern Oregon Sales, Inc., will continue to get out as fine a pack as they had last year and will use the traveling belt to deliver fruit to the packers."

The question raised by the apple men from Hood River regarding the apparent limitation of the demonstration machine to two grades was fully answered by Mr. J. D. Crummey, General Manager of the Bean Spray Pump Co., who outlined his plan somewhat as follows: "Where the necessity for three grades arises, the large machine which has been demonstrated for you, will be used for two of them and a third moving stream delivering to a smaller sized unit of exactly similar construction will be placed side by side with the big machine. The three flumes in which sorting will take place will be side by side and within convenient reach of all the sorters. Thus the cost of running third grades will be no more than in running two grades."

The demonstration of May 10th was a great success, and Mr. Paul A. Scherer and the Bean Spray Pump Co. should be highly complimented for the excellence of their design.

It will be a relief to all the fruit growers of the Rogue

Hotel Ashland

The Friendly House.

On the Pacific Highway at Foot of the Siskiyous.
Spend the Night in Ashland and Enjoy the Mountain Drive in Daylight.

Newly Furnished—Catering to Tourists and Commercial Men. Free Parking Space Adjoining.

LEW H. HANSEN, Proprietor.

Ashland, Oregon.
Elevation 1872.

THE TERMINAL HOTELS

SALEM
W. A. Cummings, Mgr.

EUGENE
J. F. Reynolds, Mgr.

ROSEBURG
Glenn McAllister, Mgr.

MEDFORD
W. M. Clemenson, Mgr.

All Stages Arrive and Depart From Above Hotels.

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Send "Oregon" to some friend outside of the state. It will cost you only $1.00 per year additional.

River Valley to know that at a recent meeting of the Board of Directors of the Fruit Growers' League it was announced that plans have been so far perfected that it can be stated with virtual assurance that all fruit leaving Medford this season will comply with requirements laid down by the Public Health Service of any nationality. The bulk of these shipments will in all probability be actually sterilized within the protecting wrapper which encloses each specimen.

It is of particular interest that the Rogue River Valley, though one of the lesser of the principal fruit growing sections of the Pacific Slope, should have so valiantly forged the way in the most interesting situation which has yet confronted the industry. With typical enthusiasm these growers expect that the machinery set in process of operation by dire necessity may bring forth results of far flung influence for the best. May the spirit of mutual sacrifice and concentrated endeavor enjoy justifiable fruition long after the dramatic experineces of the past season are forgotten.

Oregon's Greatest Tourist Asset—Crater Lake

(Continued from page 13) plant life. Dr. Miller can imitate the call of nearly every bird found in the Park, and this facility often leads to dramatic little tableaux. This nature guide service if of course free.

Fortunately Crater Lake is readily accessible, boasting probably the best approach road system to any nation park. The Crater Lake Highway, the Ashland-Klamath Highway, and the Dalles-California Highway offer wonderful driving along variously scenic routes from Medford, Ashland, Klamath Falls, and Bend respectively. By rail, choice is offered of two routes of the Southern Pacific—the splendid Shasta Route and the new line over the Cascades. Railheads to the Park are Medford and Klamath Falls, at which points comfortable sedans, operating under government franchise, take passengers to and from the Park.

Every indication points to a very popular year at Crater Lake, and the National Park Service is planning to take the best possible care of its guests. There is little red tape, no restrictions except those few necessary to protect natural features against vandalism. The entire Park personnel is imbued with but one purpose—we are here merely to serve, to add what we may to the comfort and pleasure of those tens of thousands of Americans who are at once our guests and our shareholders in this first venture into sheer idealism by any government.

Let's Meet Them With a Smile

(Continued from page 7) demand it if you were touring, and it is the duty of every one of our citizens who come in contact with the motor traveler to learn to treat him with the same courtesy as the merchant would treat his valued, everyday customers; to show him every consideration; to assist him and charge him a fair price for the wares he buys: Such practice is nothing more than good merchandising and in the end it will pay a return of many per cent on the investment.

For years we have been looking forward to the development of the tourist business for Oregon, and it is now coming our way. It behooves us Oregonians, one and all, to show our visitors that we appreciate their coming and to extend every effort in the endeavor to make their stay among us a most pleasant one. By doing so we will be helping to develop one of Oregon's greatest assets.

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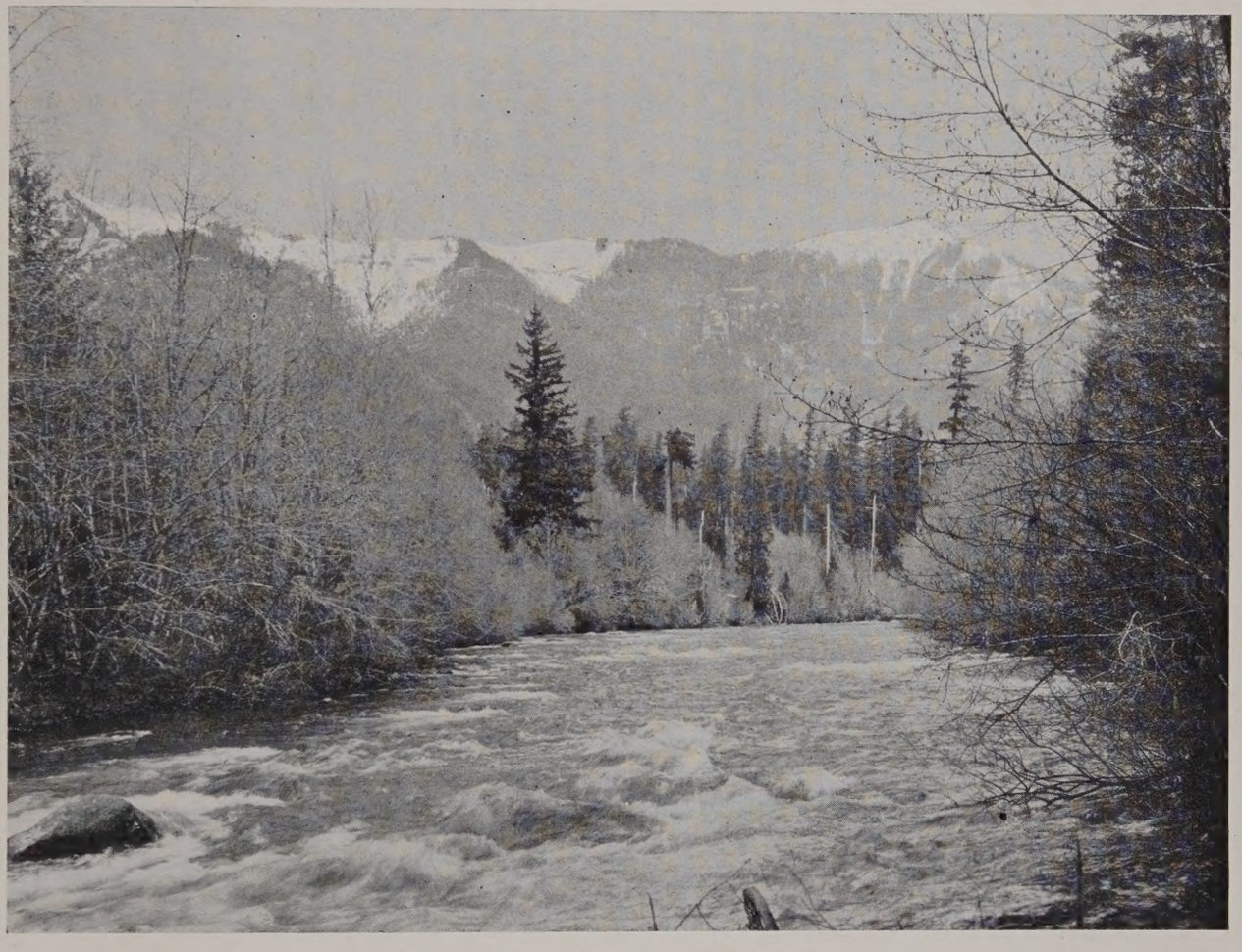

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